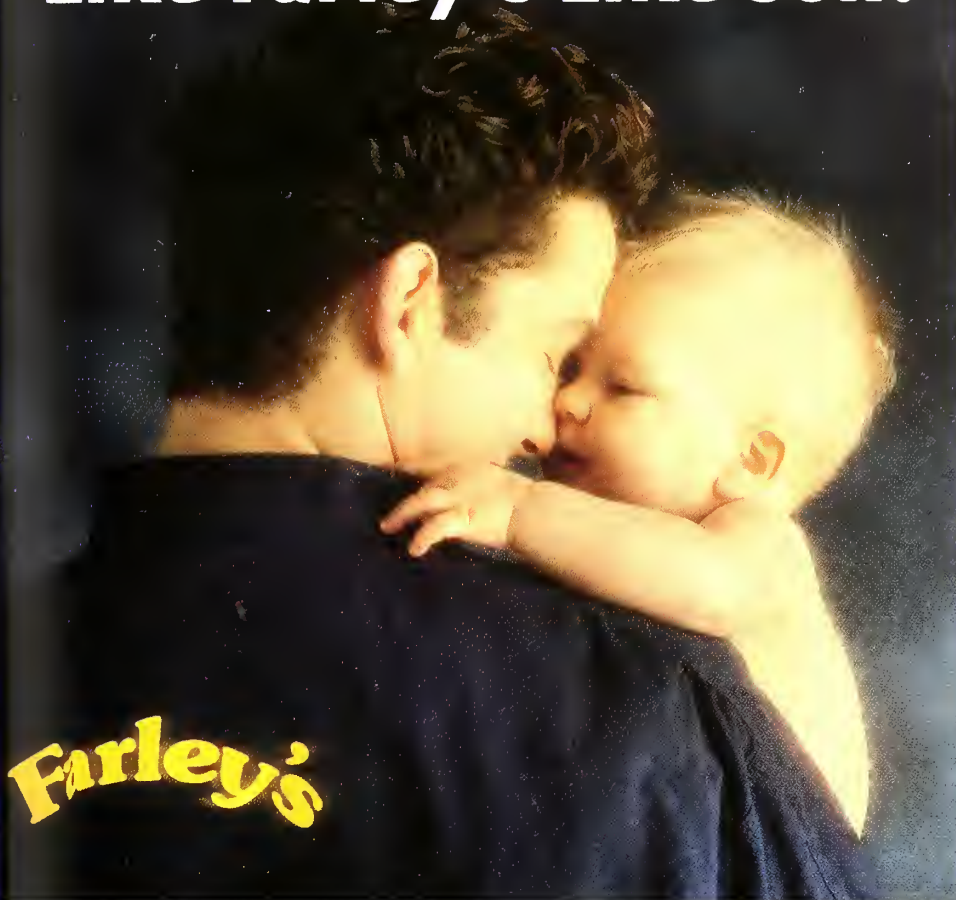


CHEMIST & DRUGGIST

the newsweekly for pharmacy

April 7, 1990

Like Farley's Like Son?



On the face of it, producing baby milk seems simple. But look further and you'll find nobody takes more care over production than Farley's do with Ostermilks.

We make ten times as many health checks as an ordinary food company. And our suppliers have to show a clean sheet when they complete our ninety-two part questionnaire. So you can be sure everything's spotless and meets the highest possible standards.



Then we check the milk itself fourteen times to make sure it meets our exacting nutritional requirements. It's one of the reasons why more and more hospitals are using Farley's Ostermilks.

Add to this the most extensive support package ever for Farley's Ostermilks, and you can be sure that the fastest growing brand of infant formula is certain to continue to grow.

SO FARLEY'S DO GOOD

Breast feeding is best for babies. An infant formula should be used on the advice of a doctor or health professional. The instructions should be followed carefully because an incorrectly prepared feed could be detrimental to baby's health.



Boots push Manrex to homes again

Baggott resigns from Macarthy

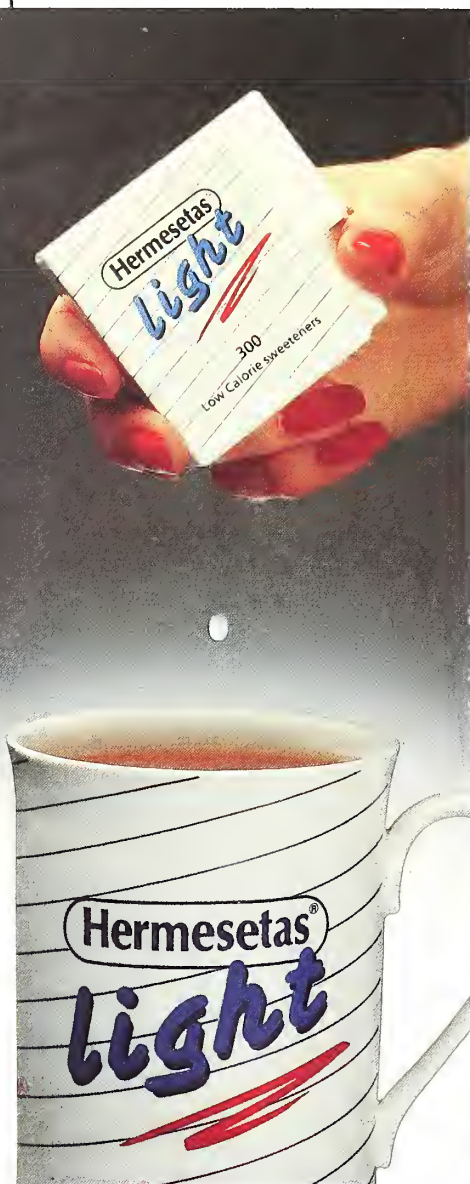
Haydock lose Numark franchise

Pharmacy update on computers



Pet subjects for pharmacy

Now there are three ways to dispense with sugar.



As more and more sugar spoons will tell you, the desire for sugar is on the decline.

In its place people are demanding alternatives which meet their exact taste requirements.

So how do you keep them sweet?

You turn to Hermes Sweeteners, the sweetener specialists.

We provide a range to cater for every kind of sweet tooth.

There's Hermesetas Light, the non-saccharin sweetener which offers the right light touch of sweetness for today's healthy lifestyle.

Hermesetas Gold, also non-

saccharin, which tastes as good as sugar.

And Hermesetas for your many customers who prefer the traditional taste of sweetness.

Together with our three other products Hermesetas Sprinkle Sweet and Hermesetas Liquid for cooking and Hermesetas Light Granulate for cereals, fruits and dessert they help make Hermesetas the No. 1 UK sweetener brand.

Take all six and your cup is bound to run over.

Hermes Sweeteners
THE SWEETENER SPECIALIST



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COMMENT

Hospital pharmacists will shortly get a large pay cheque. After much delay, most of it on the part of the Department of Health, last year's pay rise has finally been agreed. The settlement — 9 per cent backdated to April 1, 1989, but running over 18 months — means hospital pharmacists will receive a "real" increase in pay for 1989-90 and maintains the halting of the pay erosion of the '80s, which was reversed by last year's regrading.

Year-on-year comparisons become more complex with the change in award date to October 1, but by the time hospital pharmacists start to negotiate, many NHS groups, including doctors, nurses, professions allied to medicine and various ancillary workers will have settled for 1990-91 and created a "going rate".

Hospital pharmacists are already formulating this year's claim. With an apparent willingness on the part of the management negotiators to settle pay awards faster, 1990-91 may be the first year in many that pharmacists in the managed service do not get a bumper back pay package, and that can be no bad thing.

For community pharmacy, a rise of 9 per cent would not

doubt be snatched with both hands. But in Scotland, the Pharmaceutical General Council is well into forward planning. We report this week (p542) that the PGC has set up a working group to look into payment prospects in the "expanded role" prior to 1991-92 negotiations.

The PGC team seems to have a reasonable working relationship with the Scottish Home and Health Department. In contrast, the apparent haste with which the DoH and PSNC negotiate each year, with an incomplete package being put to LPC delegates at the February conference, is one of the reasons for current discontent south of the Border.

Even though no 1991-92 settlement is in sight for England and Wales, it is not too early for PSNC to be adopting a similar high profile line on future policy as the PGC. The posturings of Secretary of State Kenneth Clarke on the benefits community pharmacists bring to the NHS now need to be addressed. With legislation now being amended to allow extension of the range of NHS services for which pharmacists can be paid there is no time like the present for pharmacy to determine its priorities.

Boots go hard to sell Manrex

Boots campaign to sell the Manrex monitored dosage systems into residential homes appears to have entered a new phase with a series of day-long seminars being held to introduce the system to home staff.

C&D understands that the company has recruited a 40 plus team to promote the system, and reports from pharmacists suggest that homes are being canvassed with calls about local meetings.

One contractor told C&D that the persistence of Boots staff had soured previously good relationships with homes because they made it sound as if he was making a fortune out of their

business.

The company is also currently advertising the Manrex dosage system in *Care Weekly*.

In November, the Council of the Royal Pharmaceutical Society saw fit to criticise some aspects of the way Boots had initially approached directors of social services offering the Manrex system to homes under their control.

The Society had itself written to social services directors saying that it believed pharmaceutical services were best provided from local pharmacies rather than a central point (C&D November 11, 1989).

Students to tell MPs: "We deplore Young clause"

The 48th British Pharmaceutical Students Association conference has unanimously passed a motion to write to every MP with its views on Sir George Young's proposals on doctor dispensing.

Some 80 delegates attending the conference in Manchester this week, deplored the proposed new clause, now lost but likely to be revived in the Lords, and mandated the executive to write to MPs expressing their views.

Conference felt it was important to convey the fact that members did not disapprove of all doctor dispensing.

Yvonne Coats (ex-Aston) said: "We can't say we deplore the dispensing doctor service as it is currently practised. The service is sometimes bad, sometimes good but there is no other way around it. They have a vital role in some

areas. But we don't want every doctor to dispense."

Proposing the motion Raj Gokani (sports officer) told conference that with all doctors dispensing, there would be no final check on prescriptions dispensed by unqualified staff, no accountability, no assessment of prescriptions and a higher average cost per prescription. With 3 per cent of prescriptions incorrectly written, a vital link in the health care chain would be lost.

Max Kirkby (treasurer) asked: "How can doctors suddenly find time to prescribe and dispense? Surely this points to one thing — more money for doctors, and don't they get enough already?"

Earlier hospital pay settlements?

A change in due date for hospital pay settlements, arising from the 18-month deal just agreed, brings fresh hope of an end to long delays in reaching annual agreements.

The chairman of the Guild of Hospital Pharmacists staff side negotiating team Bob Timson told C&D that settlements by NHS groups due rises on April 1 would produce some idea of a "going rate". There is evidence too in the early offers made this year to ancillary staff groups that the management side wants to avoid protracted negotiations.

Lump sum payments on the 9 per cent offer backdated to last April will be paid this month or next, and the staff side hope to formulate their claim for this year no doubt against the background of rising inflation in the early Summer, in the next couple of months.

Mr Timson says that feedback from pharmacists about the agreed offer backed up the staff side's contention that "it was the closest we were going to get to the claim".

The 9 per cent increase takes basic scales (without emergency duty payments) for career grade D from £16,100-19,100 to £17,529-20,799 and E from £18,500-22,100 to £20,145-24,069.

GP contract: The Labour Party plan to renegotiate those parts of the GP contract imposed by the Government.



"You go and mix your chemicals, duck, and leave the skilled work to us wots qualified"

Vitamin study shows no effect on IQ

Vitamin and mineral supplements do not improve children's intelligence, concludes a new study. In a trial mirroring the controversial Welsh study reported some two years ago, researchers in Dundee found no significant improvement in tests of non-verbal reasoning.

The team led by Dr Ian Crombie of the University of Dundee, looked at 94 children aged 12-13 years, who took the Larkhall supplement every day for seven months. To counter criticisms of the original study

carried out by Dr David Benton of University College Swansea, additional parameters including further non-verbal tests and a verbal test were assessed. Although one non-verbal test showed a pre- and post-study improvement of 2.4 units, this was significantly less than the 8 unit improvement recorded in the Welsh trial. The researchers concluded that this difference was not significant.

"Our study does not support the hypothesis that vitamin and mineral supplementation leads to improved performance in non-verbal tests of reasoning," write the researchers in the *Lancet*.

According to the *Sunday Times*, a new survey by Dr Benton is to be unveiled shortly which supports his original findings. Improvement in IQ of up to nine points was measured in

Belgian school children given vitamin supplements. Those whose diet was least healthy showed greatest improvement.

The British College of Optometrists claims 60,000 cases of potentially blinding conditions may have escaped referral to doctors due to the Government's abolition of the free eye test.

Less than one third of the 7,124 different preparations dispensed by pharmacists and appliance contractors in 1988 had an average net ingredient cost less than the prescription charge, Health Minister Virginia Bottomley said in a recent Commons written answer. A list of these 2,323 preparations had been placed in the Commons library. 1988 is the latest year for which figures are available, she said.

Give new dressings PLs

New wound management products should be given product licences to ensure that they are immediately available to patients in the community, says Dr Keith Harding, a GP and wound care specialist.

Wound care needs to be looked at scientifically and be given a legitimate place in the armamentarium of healthcare professionals in the community, he said, speaking at a symposium on hydrocolloid dressings sponsored by Coloplast on Monday (see p562).

"One of the biggest problems we face is what is available on the Drug Tariff," said Dr Harding.

He added that the Department of Health was short-sighted in its insistence that for a new product to be included in the Tariff it must be shown that the use of an existing dressing would decrease. A lot of modern dressings reduce nursing costs and frequency of hospital visits which come out of a different budget, and the overall treatment cost should be considered.

Dr Harding predicted that there may be more pressure being put on patients to pay for more materials themselves, "not now but in the future".

CPP amends the rules

The College of Pharmacy Practice exemption regulations have been amended to include two extra categories.

Approved distance learning packages which include a formal assessment will now be eligible for one exemption point each, up to a maximum of four points. In addition, pharmacists designated as a "qualified person" by the Royal Pharmaceutical Society will be awarded two exemption points.

Points obtained under the exemption scheme may be used to obtain partial exemption from the new College membership exam. The five assessments which make up the exam have a value of four points each. Three of the assessments may be substituted with exemption points.

Nine out of ten health authorities in England Wales and Northern Ireland think that 1990/91 is going to be difficult or very difficult financially, according to a new NAHA survey.

Computer rivals settle first stage of battle

Rival pharmacy computer systems experts have settled the first stage of their High Court battle over the copyright of a potentially lucrative program.

John Richardson Computers Ltd claim consultant Timothy Flanders and his firm Chemtec Systems Ltd tried to sell a version of a program developed from their own systems while competing to win a contract from Boots. In the event, neither of the Preston-registered firms clinched the deal. But Richardson's claim Mr Flanders broke laws on copyright and confidentiality.

On Monday Mr Flanders gave an undertaking that he would not offer to sell his Chemtec program to 38 multiple pharmacies who between them control about 700 shops. He also agreed to pay 15 per cent of his firm's turnover from any sales of the program to other pharmacies into a special joint account pending a full hearing of the case.

Henry Carr, for Richardson, had told Mr Justice Knox that an independent technical expert concluded Mr Flanders' program was "another version" of the

firm's existing systems. Mr Flanders had originally helped former pharmacist John Richardson to develop the market-leading program used for stock control by hundreds of pharmacies. He later resigned but was kept on as a consultant.

Mr Carr said Richardson's had suggested to their Irish distributors that Mr Flanders helped develop a new program, Pharmassist, specifically for the Eire market on the understanding that it was not sold abroad.

Richardson's had then discovered in June 1989 that Mr Flanders was trying to sell the program on his own behalf to Boots in direct competition.

Richardson's initially asked the judge to stop Mr Flanders or his firm promoting or selling the Chemtec system or any substantially similar to it. It also wanted an injunction preventing Mr Flanders from disclosing any confidential information. Mr Flanders wanted the judge to dismiss the case because of alleged delays in launching the action. The full hearing is expected in six to nine months.

API expels member for PL number misuse

The Association of Pharmaceutical Importers says it has expelled Wimborne-based Pharmaceuticals International after a complaint that the company was misusing product licence numbers.

The decision is based on a complaint to the Department of Health that Pharmaceuticals International were misusing PL numbers belonging to API (Suppliers) Ltd. The DoH has been informed of the expulsion.

The expulsion means that Pharmaceuticals International no longer have the right to use any API produce licence or to sell any product on which API labels appear. The Association says it wishes to be informed if any pharmacist comes across Pharmaceuticals International doing either of these things.

The expulsion, agreed unanimously at the API's annual meeting on March 14, takes the Association's membership down to 12. They are: De-Louis Medical Ltd, Discount Pharmaceuticals, Doncaster Pharmaceuticals Group,

Dowelhurst Ltd, Eurimpharm Ltd, Eurochem Group, Europharm, Impharm Ltd, Merlin Pharmaceuticals, Necessity Supplies Ltd, Spectrum Marketing and Waymade plc.

Early support

Buckinghamshire pharmacist John Williams, who is looking to lead opposition to the current negotiating stance of the Pharmaceutical Services Negotiating Committee, says he is pleased with the early response to his request for support.

Mr Williams, who responds to some "misconceptions" about his campaign in a letter in this issue of C&D (p564) says pharmacists are in a strong position in the community and should be looking to use that more effectively.

As C&D went to press, he said written responses to his campaign were starting to come in, and he has been encouraged by a number of telephone messages of support.

£3.05 charge boosts OTC advice

Mr Robin Cook, Labour's Shadow Health Secretary, told the Commons on Tuesday that a growing number of patients were relying on pharmacists for medical advice as a result of the prescription charges imposed by the Government.

He said a third of prescriptions dispensed had a drug content which cost less than the face value of the prescription charge, and this was leading to wider use of OTC remedies.

Mr Cook demanded: "Is it part of Government strategy to encourage patients to dose themselves rather than seek a prescription on medical advice?"

The Government secured a majority of 81 when Mr Cook led an unsuccessful attempt by Opposition MPs to defeat Regulations increasing the prescription charge to £3.05 per item.

■ Demands that the Government should establish trial areas to test the practicality of its proposals for NHS reform were supported from all sides of House of Lords on Tuesday.

While the NHS and Community Care Bill was given an unopposed second reading, peers made it clear that they would seek to introduce amendments embodying the trial area principle.

Toxic shock campaign

The Women's Environmental Network is campaigning for health warnings about the potentially fatal risk of toxic shock syndrome to be printed clearly on the outside of tampon packaging.

The Network believes that the proposed warnings, currently being discussed by tampon manufacturers and the Department of Trade and Industry, do not go far enough. "Unless warnings specifically refer to TSS and that it may kill, they will be little more than a cosmetic exercise by the tampon industry", believes Alison Costello, WEN's campaign co-ordinator.

WEN has launched a magazine appeal asking women for details about their own experience of tampon use and TSS. WEN is also demanding that independent research is initiated into all possible health risks of tampons.

NPA seeks assurance on nurse prescribing

The National Pharmaceutical Association is to ask the Department of Health for an assurance that, if nurse prescribing is implemented, supplies of medicines and appliances to patients in the community will still be made through community pharmacies.

At its March meeting, the NPA Board discussed at length the "Report of the Advisory Group on Nurse Prescribing", sent by the Department for comment.

The Board agreed that suitably qualified nurses should be permitted to prescribe certain products in certain closely-defined circumstances. This would improve patient care by reducing delay in receiving necessary dressings and medication.

However, although the report stated that prescriptions written by nurses would normally be dispensed in pharmacies, prescribing nurses would be able to make a small initial supply in certain circumstances. This would only be acceptable to the Board if the circumstances were exceptional.

There was also concern that some health authorities might seek economies by channelling nurse prescriptions through central DHA stores rather than pharmacies. Not only would this not save money, it would be the thin end of a wedge which, if continued, would undermine the whole economic basis of pharmaceutical distribution.

Doctor dispensing The director brought the Board up-to-date with developments in Sir George Young's tabled amendment to the NHS and Community Care Bill (C&D, March 17 p389). The amendment, which would allow all general medical practitioners to dispense prescriptions, was not debated in the Commons because of the Government's "guillotine", but the Bill would now go to the Lords. The Opposition front-bench health spokesmen had not signed the amendment as was at first believed. Discussions were continuing with Parliamentary advisers on what needed to be done to prepare for the House of Lords debate.

Doctor's handwriting A motion calling for it to be a requirement of a doctor's terms of service that all prescriptions are clearly legible is to be put to the Society of Family Practitioner Committees' conference by Staffordshire FPC. The Board shared the sentiments

underlying the motion and expressed the hope that other FPCs would support it.

Credit card sales If differential pricing is to be introduced, then retailers should have freedom to set their own prices by offering a discount for cash or imposing a charge for use of credit cards. That was the view the Board shared with the Retail Consortium when the latter's draft response to a DTI consultation document about proposed Regulations on differential pricing was considered.

The Regulations as drafted would prevent traders from offering discounts for cash and this, according to the Consortium, did not support the Monopolies and Mergers Commission's recommendations on differential pricing. The Consortium had outlined a counter proposal which would allow retailers freedom either to surcharge or discount if they wished. The Board agreed that the NPA should support the Consortium's response.

Spirits Regulations The Board was pleased that Her Majesty's Customs and Excise had

published a consultation document on proposals to simplify the Spirits Regulations. Any changes that would make handling industrial methylated spirits less cumbersome for members would be most welcome. The document would be discussed in detail at the April Board meeting.

Plans to boost photographic market Leaflets and competition forms supporting a £400,000 public relations campaign to boost the UK photographic industry will be distributed in the near future to NPA members.

The Board agreed to offer its support to the industry's initiative which aimed at increasing photographic sales by 25 per cent. The campaign would be supported by the Duchess of York and centred on a national photographic event on August Bank Holiday. All proceeds from the competition entry forms would go to Action Research for the Crippled Child. **Dosage compliance packs** The preferential purchasing terms negotiated with the makers of the Manrex dosage compliance system for NPA members system were approved by the Board.

Health visitors plan own 'week' to raise profile

Health visitors in England, Wales and Northern Ireland are holding a National Health Visitor Week from July 9-15.

Using the slogan, "Help yourself to health", the campaign aims to promote the profession's role in community health. The Health Visitors Association is asking members to organise local health promotion events which will raise the profession's profile, reach out to client groups in new ways and attract media coverage. Although not yet finalised, the events could include clinic open days or specific campaigns such as stopping smoking. There will be awards for the best projects.

Crookes Healthcare are contributing an undisclosed sum towards the publicity material which will carry the company logo in association with the HVA's.

Explaining the reasons for National Health Visitor Week, Alison Norman, chair designate, HVA, said that health promotion was high on the NHS agenda and it was time to promote the health visitor's role in this area. "Curative and high tech

healthcare is often in the limelight — prevention, particularly when it is effective, gains little publicity," she said. The Week would give the HVA's 17,000 members the chance to show people what they did and what they could do if their skills were fully exploited.

There are no plans for advertising similar to the NPA's "Ask your pharmacist" campaign. The Royal Pharmaceutical Society said on Tuesday there were no immediate plans for a Pharmacy Week.

New Regulations which came into effect on April 2 enable family practitioner committees to recover remuneration up to £500 plus expenses from any doctor, dentist, pharmacist or optician found to be in breach of his or her terms of service. Other amendments extend to 13 weeks the time limit within which complaints may be made. The changes are made under the NHS (Service Committees and Tribunal) Amendment Regulations 1990 (SI 1990 No 538, HMSO £3).

PGC sets out for 1991 stall

The Pharmaceutical General Council in Scotland has set up a working group to prepare the Council's bid for money in 1991-92 and to re-examine existing methods of payment and explore new ones.

The group will work to prepare sensible figures and logical arguments for a "substantial uplift in income", says chairman Graeme Millar. "This must reflect not only an acceptable increase in the rate for the job, but also incorporate some of the possible extended roles, payment for which is made possible by the amendment to the NHS (Scotland) Act, and now accepted by Government to the benefit of our English and Welsh colleagues."

The PGC will be looking, among other things, at extending patient records to the whole population if they desire it, expanding the residential homes service, domiciliary services including counselling and aiding compliance, participation in formulary work, AIDS services, health education, consultation areas, appliance fitting, compliance studies, training within pharmacies, urine and blood analysis, cholesterol testing and home chemotherapy.

"There are other areas which can be investigated, but the PGC considers some form of adequately remunerated continuing education structure will be essential," says Mr Millar.

He envisages a rolling programme of introductions of services over several years.

Rural Essex goes urban

The Rural Dispensing Committee has upheld three appeals against rurality in Essex, changing more areas of the county to "urban".

The RDC decided that although a river formed a natural barrier, the Bocking Church Street area of Braintree is part of the urban development, so supported the LPC's appeal, which was backed by the county's dispensing subcommittee. The RDC decided that the White Courts Estate, Braintree was also part of the urban development.

The RDC upheld an appeal by the LPC that Broomfield, north of Chelmsford, is urban and is visiting Writtle on Thursday following another appeal against "rural" status.

Case for OTC codeine ban

Being a professional is a much sought after status in today's Society. As pharmacists we regard ourselves as professionals and in most respects we are. We have been labelled a "trading profession" in an attempt, I suppose, to explain the fact that we are governed by a Code of Ethics and we spend all of our time engaged in retail where success is gauged by the volume of work rather than the quality.

Our individual ability to supervise and restrict the sales of medicines not on the General Sale List is a true mark of our professionalism. We are all reluctant to lose a sale but when the situation dictates and we feel that it is in the best interests of the patient we decline.

"Codeine linctus abuse is the most prevalent form of OTC medicine abuse in the Province"

It is a strange twist of fate that Northern Ireland has been spared a serious illicit drug abuse problem as a result of paramilitary activities. Consequently the only significant drug abuse is of POM and P medicines. Pharmacists can and do make a significant contribution to stemming such abuse. But this is a difficult area. Firstly, we have to ensure that the public can obtain supplies of appropriate medicines to treat their ailments, yet we must ensure that these medicines are not the subject of abuse. It is often genuinely difficult to tell the difference and it may only be apparent after a period of careful observation.

Codeine linctus abuse is probably the most prevalent form of OTC medicine abuse in the Province. The simple answer to the problem is that codeine linctus should not be sold OTC. Codeine linctus is sold as a cough suppressant, an indication which is covered adequately by a number of other OTC preparations. If a customer is specifically requesting codeine linctus and refuses to accept your recommendation of a suitable alternative, then abuse should be strongly suspected.

Codeine linctus abusers obscure the extent of their abuse by visiting a number of pharmacies obtaining small quantities in each. Were all of us to withdraw this medicine from OTC sale and be active in suggesting appropriate alternatives we would be making a significant contribution to stemming this problem.

TOPICAL REFLECTIONS

by Xrayser

Who pays?

I am required by law to pay at least those rates of pay to my staff as laid down by the Joint Industrial Council. I willingly pay this and more since I have excellent staff. Would that these ideals be transferred to the Department of Health. Our hard work, entrepreneurial flair and vocational spirit is recognised with a kick in the wallet. If I treated my staff the way the DoH treats me I would have no staff, nor would deserve any.

As a professional I ask nothing more than to be allowed to practise in a financial environment that encourages the development of a recognised essential service, while allowing me a reasonable and secure standard of living. I do not consider this is too much to expect, but am treated merely as a number in a Treasury game of pass the parcel — the secrets of which will be revealed to the remaining players when the last notes of the "attrition requiem" have been played.

I have paid my staff their rise as instructed by law, and willingly too. But who will now pay me?



Filled in?

Gutta percha is the dried purified latex of forms and varieties of *Palaquium gutta*, and has been used for as long as I can remember as a temporary filling in dentistry. A very cheap product, apparently effective, but suddenly unavailable on the market and nobody can tell me why.

There is a product called Dentemp, which is used for a similar purpose, but a once-only application of 2g of zinc oxide and 1ml

eugenol at £2.45 seems a very expensive alternative to a £0.15 stick of *gutta percha*.

Research 'plus' from DoH

Pharmacy practice research seems at last to be coming of age with the launch by the Department of Health of its pharmacy practice research enterprise scheme (C&D, March 24 p428). No pharmacist can seriously consider practice research without the necessary skills of research technique and methodology, but the financial penalty of pursuing recognised courses has prevented many potential researchers from achieving their ambitions.

This scheme not only provides funding to enable these skills to be developed, but also to allow postgraduate study within a multi-disciplinary research group up to doctoral level. Practice research is essential for future development.

I view with covetous eyes the opportunities that these awards should give young pharmacists who may now concurrently develop a career in community pharmacy and achieve research ambitions, without either suffering financial hardship, or having to find a suitably sympathetic employer. Things weren't always better in the good old days.

The lost arts

With the increasing academic excellence of our graduates we face an inevitable loss of the "dispensing art". Saturdays always produce their crop of "you are my last resort" patients flourishing scripts for preparations whose origins have been lost in the mists of time.

I will not grumble, since my goodwill is built by such events, but it seems sad that, whereas I remember the teachings of my past with pleasure and am proud to dispense *mist pot brom* with valerian or *collut phenol alk*, my younger colleagues prefer to reject the traditional arts and hasten their relegation to the dusty showcases of the pharmaceutical museum.

COUNTERPOINTS

Anne French goes pop

Whitehall Laboratories have launched an on-pack promotion for the 200ml bottles of Anne French regular and fragrance-free deep cleansing milk.

With one proof of purchase from the specially marked packs, consumers can receive a signed picture post card of pop star Phillip Schofield and the chance to win a day out with him.

Three promotion collars can also be redeemed for a 50p off next purchase coupon. The competition closes on August 31.

Six prize winners will be taken to London to meet Philip Schofield and will spend a day touring London with him.



The promotion will be featured in advertisements in teenage magazines and a series of roadshows throughout the country *Whitehall Laboratories*. Tel: 01 636 8080.

Scott Ltd are running a cash back promotion on *Libra Bodyform* towels and pantyliners.

The offer is being communicated on flashed packs across the entire *Bodyform* range. Large towel packs carry two tokens and smaller packs carry one. A £1 coin will be refunded for every four on-pack tokens collected.

The *Bodyform* range is currently being supported by a national £1.8m advertising campaign. *Scott Ltd*. Tel: 0342 327191.



New size Sudocrem for cuts and grazes

Next week *Pharmax* are launching *Sudocrem* in a 30g tube (£0.92) as an antiseptic cream with a healing action for treatment of cuts and grazes.

The formulation contains zinc oxide 15.25 per cent, benzyl alcohol 0.3 per cent, benzyl benzoate 1.01 per cent and benzyl

cinnamate 0.15 per cent. The product is *GSL*.

Pharmax are backing the launch with an advertising campaign in the consumer Press.

The *Sudocrem* 30g tube comes in a one dozen display outer to help maximise sales. *Pharmax Healthcare Ltd*. Tel: 0322 91321.

Polo on the desk top

Parfums Ralph Lauren are offering the *Polo* desk collection free with every purchase of a *Polo* 50ml eau de toilette spray (£21.50).

The desk collection is presented in a box with a paisley base and a striped lid — both in the traditional colours of *Polo*.

It contains a mahogany picture frame; a 50-page memo pad bearing the horse logo; two wooden *Polo* pencils; a mahogany pen holder with the horse hallmark embossed in gold on the side; a 15ml tube of after-shave repair balm; and a 30ml tube of hair and body shampoo.

The *Polo* desk collection will be available from May 10 for two weeks. *Prestige & Collections (UK) Ltd*. Tel: 01-937 7207.

Revlon spray their gel

Revlon are launching a spray gel into their *Flex* hairstyling range for 1990, it will be available from May.

The gel spray (250ml £2.49) has an alcohol free formula and will not flake or dry the hair, says the company. It can be used to define, lift, shape and contour hair and is also suitable for the current wet-look styles.

Flex Gel spray comes in a turquoise, plastic, non-aerosol spray bottle with white and gold graphics.

It will be supported by a £2.8m national television campaign which will feature the *Flex* body building black and white commercial. There will also be product sampling. *Revlon International*. Tel: 01-568 4466.

Culmark stick with bristle

The latest range of *Culmak* shaving brushes use traditional colours and bristle filling with a broad price range and variety of packaging.

Culmark Knight has a burgundy plastic handle with pure bristle and is packed on a plastic card for easy display (£1.99). *Baron* has a fine quality bristle filling in the dark blue plastic handle also on blister card (£2.99).

Viscount features a superfine bristle filling in black plastic handle, with a window carton presentation making it ideal for gifts (£3.99). *Earl* has an ivory plastic handle and "superior" bristles, also in a window carton (£4.99), while luxury bristle *Marquis* has a traditional ash wood handle and is available in a PVC tube (£6.99). *Addis Ltd*. Tel: 0992 584221.

Free petrol on offer

Throughout May and June *Wilkinson Sword* are promoting their twin fixed and twin swivel disposable razors with a free petrol offer.

The company are giving away a £1 petrol token in exchange for the back of pack voucher on a pack of ten twin disposable razors, or two vouchers from packs of five. The petrol tokens can be used against any grade of petrol or diesel at over 1,700 British Petroleum garages in the UK.

Additional support of pump crownners and A4 showcards will be in BP forecourts. *Wilkinson Sword Ltd*. Tel: 0670 713421.

During April and May, all packs of *Hedex* 24s will include a *Hedex* holder — a blue wallet designed to carry a strip of *Hedex* Caplets.

The *Hedex* Holder will ensure that consumers have immediate access to full instructions and dosage details with information clearly printed on the inside, say *Sterling Health*. Tel: 0483 65599.



The high level of pharmacy recommendation reflects your confidence in the quality of Scholl Compression Hosiery. And

with good reason.

We've put years of investment into understanding venous conditions, and developing new technology and materials to provide the best possible

phylaxis and treatment. And by conducting regular consumer surveys, we make sure that compliance is guaranteed. Scholl graduated Compression Hosiery works by exerting

WHY 86% OF PHARMACISTS DISPENSE SCHOLL. *

sufficient pressure at the ankle to compensate for venous insufficiency. The diagram shows how pressure decreases gradually from the ankle upwards, assisting the return of blood to the heart.

To encourage understanding of the benefits of compression hosiery, we're launching a major new information campaign for prescribers, plus an extensive educational campaign for your customers.

For full details of how we can help you promote positive healthcare for legs, simply send us the coupon.

Send to Scholl Consumer Products Ltd, FREEPOST, 182-204 St John Street, London EC1P 1QB.

I would like Scholl to help me promote positive healthcare for legs. Please send me your Range Information and Patient Education Pack.

Name _____

Address _____

Postcode _____



THE LEADING NAME IN COMPRESSION HOSIERY

*Independent Retail Audit, Autumn 1989

Scholl

Togs

THE ULTIMATE DESIGN IN NAPPIES BRINGS
THE INDEPENDENT CHEMIST THE ULTIMATE IN PRIZES



Togs

THE ULTIMATE DESIGN IN NAPPIES

OVER £20,000 WORTH OF PRIZES MUST BE WON

1st PRIZE VOLVO 440 GLi (worth £10,500)

2nd PRIZE Two 2nd prizes of a Caribbean Holiday (for 2 people) in St. Lucia with Thomas Cook (worth £2,500 each.)

3rd PRIZES Three 3rd Prizes of JVC System C Compact Cassette Camcorders (Model GR-S77) (worth £1,100 each.)

RUNNERS UP Thirty runner up prizes of Sony Watchman/TV Radios with 4½" Black and White screen Model FD-500B (worth £130 each.)

Each 4 case order placed on our Togs freephone line from 19th March to the 30th April qualifies for one entry in our Independent Chemist competition. Multiple orders of 4 cases result in multiple entries. To enter the competition and have the chance of winning one of our fabulous prizes, simply phone 0800 626240, place your order and answer the following:

1. Which brand of nappy launched the Ultimate Design in June 1988?
2. In which country are Volvos manufactured?
3. What is the capital of the Bahamas?

Complete the following tie-breaker (in no more than 10 words). "I stock Togs because: "

The holiday prizes include flights and four star accommodation. Thomas Cook's standard brochure conditions apply. The promoter accepts no liability for flight delays or cancellations, which are the responsibility of Thomas Cook Ltd.

RULES: 1. A four case order of any Togs Newborn, Infant, Toddler or Childsize nappies qualifies for one entry into the competition. Multiple orders of four cases gain the equivalent number of entries. 2. Participation in the competition and all orders placed must be made by telephoning (freephone) 0800 626240. 3. A cancellation of an order will automatically invalidate the promotional entry or entries. 4. Prizes will be awarded to the competition entrants who correctly answer the three questions featured above. In the event of a tie, the prizes will be awarded in order of merit to those entrants who in the opinion of the judges have best completed the tie-breaker sentence in an apt and original manner. The judges' decision will be final and no correspondence will be entered into. 5. All telephone calls must be made by 5pm on 30th April 1990. 6. The competition is open to all trading partners of Swaddlers Ltd. Swaddlers employees, their families, agencies and suppliers are not eligible to participate in this promotion. 7. A list of winners can be obtained by writing to Mrs J. Skelton (Chem pram), Swaddlers Ltd, Princesway, Team Valley Trading Estate, Gateshead, Tyne & Wear NE11 0TU after 31st May 1990. 8. No cash alternative will be made available for any of the featured prizes. 9. The Caribbean holidays must be taken by 28.09.90. **Promoter:** Swaddlers Ltd, Princesway, Team Valley Trading Estate, Gateshead, Tyne and Wear NE11 0TU.

**FREEPHONE
0800 626240**

Colorama's free film philosophy

Colorama have extended their free film philosophy with the introduction of an Agfa 200 ASA colour negative film, to be distributed under the Colorama label. The photoprocessing company is also entering rally sport, sponsoring an MG Metro 6R4 and a Sierra XR8i to promote the Colorama 200 film.

The new film is the company's response to a report that 200 ASA film is better than 100 ASA for cheaper cameras, as the faster emulsion speed makes it more versatile. Colorama claim to be the largest photoprocessor dedicated to independent High Street dealers, and the great majority of their clients are pharmacists.

Colorama's DX-coded 200 ASA film is being introduced immediately in 24 and 36 exposure film, 24 exposure 110, and in standard 15 exposure disc formats. *Colorama Processing Laboratories Ltd. Tel: 01-261 1082.*

Swains offers on cameras

Photographic wholesalers Swains have launched a series of exclusive offers on cameras, and a special draw. Retailers ordering four Hanimex 35 AFX autofocus cameras get an extra one free; four Hanimex 35D camera outfits means an extra two free; and the purchase of 110 DF or DFT cameras also gets the retailer extra free cameras.

Swains special draw prizes, also cameras, can be won by matching the draw number on the order form with one of three numbers on the back of the company's Easter promotions brochure (in this issue of *C&D*); the prize can be claimed with a Kodak film order placed with Swains.

The brochure is also promoting other offers, such as Kodak's "15 per cent of the price of your holiday" promotion for Kodacolor gold 200 and special promotional twin packs from Polaroid which provide six extra photographs free. *Swains. Tel: 048 53 34711.*

Reckitt Products are offering 40p off the next purchase of Veet Delicate, in an on-pack consumer coupon offer. *Reckitt Products. Tel: 0482 2231-11.*



Dermacort cream gets a new skin

Panpharma have updated the packaging for Dermacort. A revised patient information leaflet is now included which illustrates the indications for the cream hydrocortisone.

To coincide with the relaunch the company is running a promotional campaign to raise awareness of the conditions that can be treated by hydrocortisone. These include soap and detergent rashes, insect bites and stings.

POS material includes consumer advice leaflets, showcards, stickers and till point stickers encouraging customers

to "Ask your pharmacist". This is an attempt to educate consumers on both the product and the role of the pharmacist. New cartons come in outers of 12 (£12.84 trade) that double as a display unit, (rrp is £1.85.) *Panpharma Ltd. Tel: 01-561 8774.*

3M Health Care have received a number of queries on their new Micropore Dress-it plasters. The retail price is £0.99 for the single size plasters pack, £1.45 for the assorted plasters and £1.55 for the continuous strip. Further information details from hotline *3M Healthcare 0509 613161.*

ON TV NEXT WEEK

| | | |
|---------------------------------------|----------------------------|---|
| GTV Grampian | U Ulster | SK Sky |
| B Border | G Granada | STV Scotland (central) |
| C Central | A Anglia | Y Yorkshire |
| CTV Channel Islands | TSW South West | HTV Wales & West |
| LWT London Weekend | TTV Thames Television | TVS South |
| C4 Channel 4 | TV-am Breakfast Television | TT Tyne Tees |
| Bisodol Regular: | | |
| | | STV, TVS, TTV |
| Dimension: | | |
| | | All areas except TV-am |
| Libra Bodyform: | | |
| | | All areas except CTV & C4 |
| Listerine: | | |
| | | All areas |
| Nice 'N Easy: | | |
| | | All areas |
| Peaudouce Ultra T: | | |
| | | All areas |
| Ponds Creams: | | |
| | | All areas except U, Y, CTV, TVS |
| Remegel: | | |
| | | TT |
| Rennie: | | |
| | | All areas except U, Y, CTV, TVS, C4 & TV-am |
| Sanatogen single vitamins: | | |
| | | All areas |
| Sanatogen multivitamins range: | | |
| | | TV-am |
| Seven Seas supplements: | | |
| | | All areas |
| Sure: | | |
| | | All areas except TV-am |
| Timotei dandruff shampoo: | | |
| | | All areas except TV-am |

Interspace for Wisdom range

The Interspace brush is the latest addition to the Wisdom range. The brush (£1.09) is available in blue, red, aqua and green.

It has a small head of nylon filaments which the company say is ideal for cleaning between teeth, the back of the mouth and the awkward areas at the front of the mouth. *Addis Ltd. Tel: 099 584221.*

New formula, new look Junior Mucron

Ciba Consumer Pharmaceuticals have introduced a new formula and re-packaged their Junior Mucron syrup. The new packaging brings the brand in line with packaging for Mucron tablets.



The formulation has been changed to remove the guaiphenesin, which has been replaced with ipecac (104mg/5ml) as the expectorant. The decongestant remains unchanged as phenylpropanolamine. In line with a desire to remove colouring from children's medicines, Junior Mucron syrup is now a colour free syrup (100ml £1.95).

For children aged 2-6 years the dose is 5ml four times daily and for 6-12 year olds 5-10ml four times a day. *Ciba Consumer Pharmaceuticals. Tel: 040 59466.*

OW JAVA ADDS EVEN MORE MUSCLE TO LYNX.



Lynx, the fastest growing male deodorant range is launching Java, its latest bodyspray and shower gel fragrance for men. With a powerful

£2.9m spend on the Lynx brand during 1990, including a Java TV commercial, this new variant is sure to get you well-armed with stronger Lynx profits.

Helping Hand toilet tissue

The NSPCC, Great Ormond Street Hospital Fund, The Spastics Society, Save the Children Fund and the environment will all benefit from sales of Scott's new Helping Hand toilet tissue.

For every pack of Helping Hand sold, Scott will donate 4p for a four-roll pack and 9p for a nine-roll pack into a fund divided between the named charities and a selection of other children's charities. The environment will be a winner too, for Helping Hand is made from at least 50 per cent recycled paper.

Scott say they are aiming for a 5 to 7 per cent share of the £545m toilet tissue market.

An initial six-week burst of national television advertising will start at the end of May with a cost of £1m. The commercial is drawn by the supervising animator on "Who Framed Roger Rabbit".

Scott will be stressing good quality, with 280 sheets per roll, in white or peach, offering 16 per cent more than the standard 240-sheet mid market product, against which it is priced. *Scott Ltd. Tel: 0342 327191.*



Cussons go for gold

Imperial Leather has been given a new look with formulation and packaging improvements forming part of a "major growth campaign".

Cussons say they have unified the five products in the range and the ivory coloured packaging and gold lined graphics are said to point to the product's "premium mass market status".

Formulation improvements include an increased active

ingredient in the anti-perspirant deodorant, a "longer lasting bubbles" formulation for the foam bath and two new fragrances for the talc which now comes in a 150g size. Imperial Leather Shower has also been aligned with the new range with a new pack design and matching graphics.

The range will be backed by a support package to be announced later in the year. *Cussons (UK) Ltd. Tel: 061 792 6111.*

Dep go dry

Dep UK have added a dry skin emulsion to their Cuticura skin care range.

The emulsion instantly soothes and moisturises overdry facial skin and relieves rough or chapped skin on hands, legs and body, says the company. It can also be used for recurring dryness.

Cuticura dry skin emulsion comes in 100ml tubes (£1.49) in vac-formed display trays (6 £6.22 trade). To support the launch an introductory offer of £0.99 is available, and sampling and other promotional activity will run throughout the year in the women's Press. *Dep UK Ltd. Tel: 0753 820743.*

Kimberly-Clark's have launched a 100 per cent recycled paper toilet tissue under the Velvet name, and a range of recycled paper kitchen towels.

Recycled Velvet is available in four roll packs in white at the usual range price, but with a marginal loss of softness compared to established Velvet.

The recycled kitchen towels will replace the existing range and will be available in the same colours and prices. *Kimberly-Clark Ltd. Tel: 0622 717700.*

You are the specialist in plasters for sensitive skin

NEW



Micropore **Dress-it** plasters, from the makers of Micropore tape, have a low-allergy adhesive that's specially kind to sensitive skin. Their colour blends more discreetly with the skin. And the Micropore plaster helps healing by allowing your skin to breathe.

Naturally such a plaster will only be sold through Pharmacies. And, 3M Health Care will be supporting sales with high impact national advertising, point-of-sale material and P.R.

As a specialist yourself, you will recognise that Micropore **Dress-it** plasters represent a major growth area for maximising profit.

Available from selected wholesalers in a choice of packs: Plasters, Assorted, Plaster Strips, all in an Introductory Box. If you experience difficulty in obtaining Micropore **Dress-it** plasters call 0509 613161.



Micropore Dress-it
Plasters

Understanding sensitive skin

HealthCare

3M

3M, Micropore and Dress-it are Trade Marks.

3M Health Care Limited

Loughborough, England

A BEAUTIFUL WAY TO MAKE MONEY



Cussons Pearl: luxury bathing products at everyday prices



Once, Cussons Pearl was just a soap. Now it's a beautiful new bathing range.

Shower creme, soap, creme bath and moisturising talc all harmonise in a choice of two feminine fragrances.

Obvious luxury and perfect quality are balanced by everyday prices.

That means high volume brands, building on Pearl's position as one of the UK's top-ten soaps.

Sales will start rolling in April: £1.65 m on national television and a stunning new commercial.

Once seen and sampled, Cussons Pearl will create its own faithful following.

Enriched formulations make the new scallop shaped soap a delight, in and out of the bath.

Shower creme and creme bath both leave the skin soft and silky.

And there's nothing quite like Pearl talc, with its innovative moisturising action.

New Cussons Pearl - it's a sure recipe for a pretty good profit.

Lucozade goes for athlete's endorsement

A £500,000 athletics sponsorship deal marks the national roll out of Lucozade Sport isotonic orange drink.

This year Beecham say they will be spending £18m promoting the brand with £4m set aside for the Lucozade sport national launch. The marketing and promotional mix for the brand includes television advertising beginning in May and featuring Liverpool footballer John Barnes.

The sport drink is to be promoted to every type of outlet that sells drinks and although pharmacies will not be the main trade target Beecham say pharmaceutical wholesalers have welcomed the product.

The three year sponsorship deal means that the Lucozade brand will be endorsed by the British Amateur Athletics board and Amateur Athletics Association. This means that it will become "the official drink of British athletics", say Beecham.

Daley Thompson's association with original Lucozade variant is to continue.

Lucozade Sport is being



positioned as a product to quickly replace fluid loss — something for which Lucozade is less suited because of its high glucose content. Lucozade Sport is formulated to be isotonic with the body fluids. *Beecham Bovril Brands. Tel: 01 560 5151.*



Mitchum now for ladies

A Lady Mitchum anti-perspirant roll-on deodorant has been added to Revlon's original Mitchum male deodorant range.

Lady Mitchum is said to have been developed specifically for women who have perspiration problems. It has been tested by dermatologists and also has anti-staining, anti-stinging and fast drying properties.

The product comes in two variants, unperfumed and powder fresh. It is available in a roll-on form with a wide ball for easy application, says the company.

Prices will start at £1.95 for the 50ml powder fresh roll-on (100ml £2.75); unperfumed roll-on starts at £1.95 for 50ml (100ml £2.75).

Packaging is pale green and powder fresh carries pink graphics while the unperfumed graphics are in light blue.

An advertising and promotional spend of £500,000 will support the range and merchandising material has also been created.

Revlon International Corporation. Tel: 01-568 4466.

RELIEF IN SECONDS

When your customers ask you for something for a mouth ulcer, tell them about Medijel.

Medijel contains lignocaine — a fast acting local anaesthetic which will give relief in seconds for pain

NEW GO-FASTER PACKS



from mouth ulcers, rubbing dentures or sore gums.

Medijel is available in gel and soft pastille formulations for pin-point relief.

MEDIJEL®
MOUTH ULCER RELIEF
IN SECONDS.

SMILE, WATCH THE PROFITS.



FREE KODACOLOR Gold FILM WITH KODAK XTRALIFE BATTERIES
With the tops of 3 'Kodak' XTRALIFE promotional battery packs, your customers will snap up a
FREE Kodacolor Gold Film - 24 exp, worth £2.99 RRP. Make sure you load up with 'Kodak'
XTRALIFE Batteries. It's a sure way to develop extra value for your
customers, extra sales and extra profits for you. Offer closes 31.10.90.

Kodak
BATTERIES

Togs in promotion

A Volvo 440GLi worth £10,500 is the first prize in Swaddlers' new independent chemists promotion for Togs nappies.

Two second prizes of £2,500 holidays in St Lucia, three third prizes of £1,100 JVC video cameras, and 30 runners up prizes of £130 television sets are also on offer in the competition.

Pharmacists get one entry for every four cases of Togs nappies ordered in the special freephone number (0800 626240) up to the end of April say *Swaddlers Ltd*. Tel: 0908 210111.

Curly offer

Starting this month every pack of Garnier's Permifique protecting lotion perm will be sold complete with a free set of 30 curlers.

Continuing while stocks last, the promotion is designed to encourage trial of Permifique (£3.29) and ultimately to expand the home perm market, say *Laboratories Garnier*. Tel: 01-937 5454.



Highland Mist for face

Highland Spring have launched a facial spray which they claim is the first ever mineral water spray with added vitamin E. Highland Mist will be available from this month.

The product comes in a PET container holding 150ml of Highland Spring natural mineral water with 25g per 100ml of vitamin E solubilised.

The water is sprayed by an ozone friendly nitrogen aerosol propellant and is said to be suitable

for all skin types including sensitive skin. It comes in cases of 12 (£24.77 trade) with a selling price of £3.99.

Highland Mist is packaged in a light blue misty marble container with the Highland Spring thistle logo. Mist will initially be supported with consumer sampling and trial sizes and POS materials available. *Highland Spring Ltd, Distributors the Jenks Group*. Tel: 0494 33456.

Xeryus put in a black box

Parfums Givenchy have introduced a black box gift set containing three products from their Xeryus range.

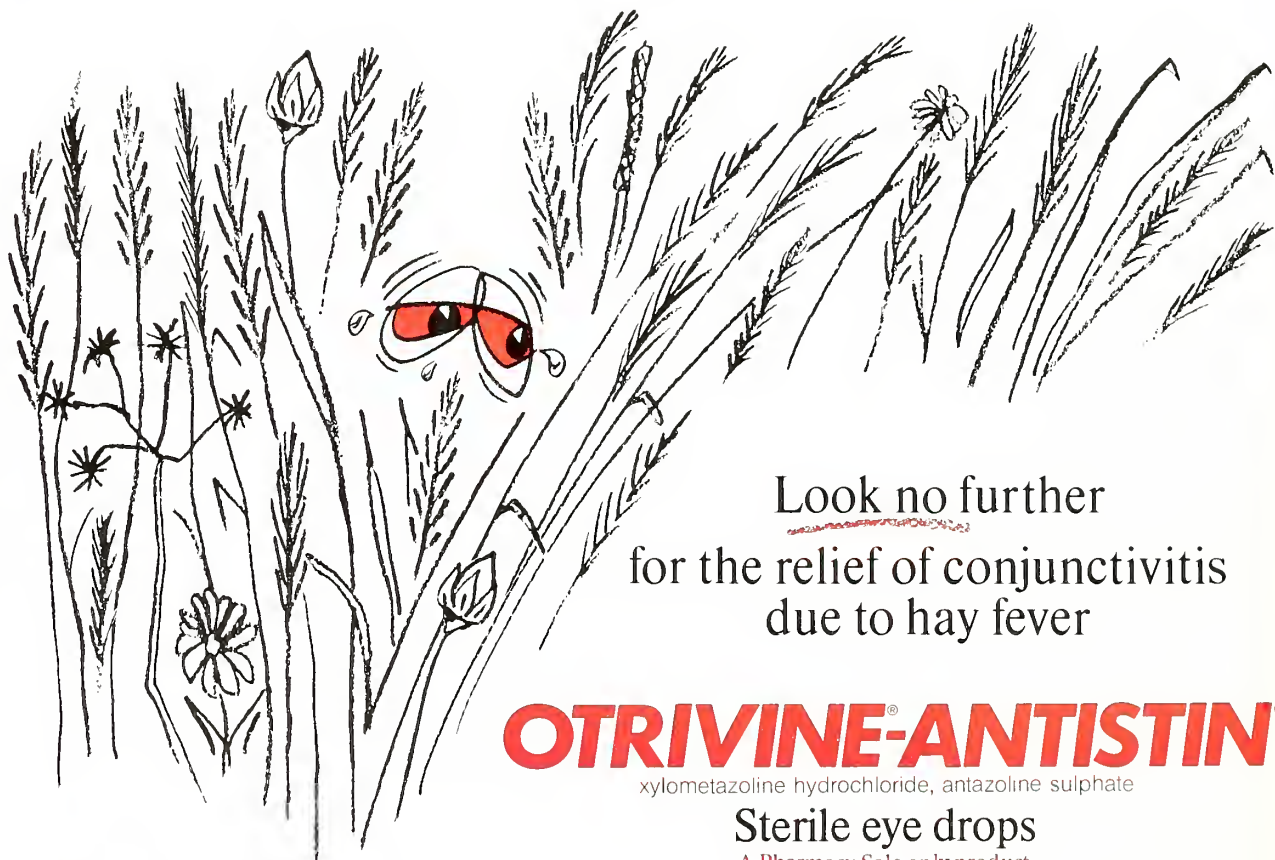
The box will contain a 250ml tube of Xeryus bath and shower gel, a 30ml tube of aftershave treatment cream and a 50ml eau de toilette spray. The box is available for £19.75 — the usual selling price of the 50ml spray alone, say *Parfums Givenchy Ltd*. Tel: 0932 245111.

Purse spray

Parfums Givenchy are promoting their Givenchy III fragrance with a consumer gift offer.

A refillable purse spray containing a 7ml eau de toilette is being offered free with every purchase of Givenchy III 100ml eau de toilette spray (£33).

A merchandising unit will be available for the promotion, it holds 12 100ml eau de toilettes six purse sprays and a tester. *Parfums Givenchy Ltd*. Tel: 0932 245111.



Look no further
for the relief of conjunctivitis
due to hay fever

OTRIVINE®-ANTISTIN®

xylometazoline hydrochloride, antazoline sulphate

Sterile eye drops

A Pharmacy Sale only product



Zyma

Zyma (UK) Limited, Alderley Edge, Cheshire SK9 7XP Detailed information will be sent on request

Answer all these questions on our new headlice treatment correctly and get 'Full Marks'

Regarding the new head lice treatment from NAPP

Is it a new molecule?

YES

☒

NO

☐

Is it effective and safe?

☒☐

Does it kill lice and eggs?

☒☐

Is it suitable for asthma and eczema sufferers?

☒☐

Is it simple and easy to use?

☒☐

Does it have a pleasant fragrance?

☒☐

**NOW
LICENCED
AS A
ONCE ONLY
TREATMENT**

Full Marks
SHAMPOO
NEW
HEAD LICE TREATMENT



Full Marks
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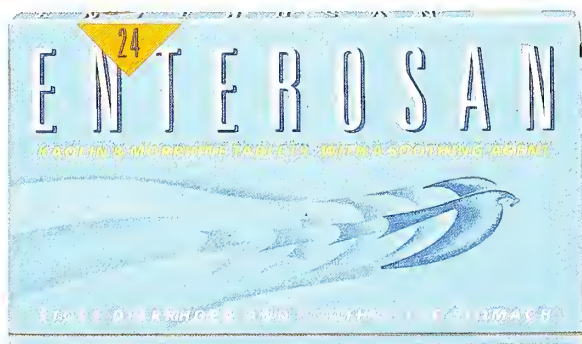
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Kaolin and morphine. Customers find it an easy pill to swallow.



It's no secret that kaolin and morphine is Britain's most popular cure for stomach upsets. It actually treats the cause of the problem, by adsorbing and neutralising toxins. Unlike some other anti-diarrhoeals which act as a 'cork.' And that's why Enterosan is becoming so popular. It's kaolin and morphine in convenient to take tablet form.

But this summer Enterosan will become even more popular.

It will be advertised all summer in the national press.

It's available in attractive new packaging. And there'll be lots of in store material, featuring Judith Chalmers, to raise Enterosan's profile even higher.

So ask your Windsor Pharmaceuticals Territory Manager about Enterosan.

Before your customers ask you for it.

ENTEROSAN

COUNTERPOINTS



Sting relief from Jungle Formula

New to the Jungle Formula range of holiday remedies is Jungle Formula sting relief cream (GSL) for the treatment of insect bites and stings.

Active ingredients are: benzyl alcohol 1.5 per cent, chloroxylenol 1.5 per cent, eucalyptus oil 1 per cent and zinc oxide 2 per cent.

The cream also has a mild local anaesthetic effect giving fast relief from discomfort as well as having

a disinfectant action, says the company.

Jungle Formula sting relief cream comes in aluminium tube in display cartons, shrinkwrap (12 £10.88 trade) with an r.s.p. of £1.49. The product will benefit from advertising and PR support planned for the range this year says the company. *Distributor: Chefaro Proprietaries Ltd. Tel: 0223 420956.*

Roc offer Body sample

Starting in May, Roc will be offering all customers who purchase a Hydra + optimum moisturising cream a free 60ml sample of Hydra + body lotion.

The products will be packaged in a blue trapezium window carton and the promotion will be sold in from the end of this month. Both products together will retail at £12.25. They come in unbreakable containers and so are ideal for travelling, say *Laboratories Roc (UK) Ltd. Tel: 01-823 9223.*

Clifford gets an update

A new Listerine commercial will be appearing on television screens this week, to mark the fifth birthday of the Clifford the Dragon character.

The latest commercial will feature Clifford and his 'beautiful maiden' co-star. It will begin on April 3 and run nationally until June and start again in August. *Warner Lambert Healthcare. Tel: 0703 620500.*

New character for Aladdin

Aladdin Industries have secured the rights to use the Ring Raider children's character on their lunch kits.

Aladdin use a full colour illustration of the character on the front of the kit, which is made of lightweight plastic, with an adjustable carry strap.

Available to the trade at £2.68, the kits retail for between £4 and £5. *Aladdin Industries Ltd. Tel: 0923 247776.*

Clear Vision

Counterall are offering a bonus deal on Allergan optical, gas permeable and hard lens care products.

Anyone ordering 3 x Total 120mls; 3 x Lens Plus 240mls; 2 x Hydrocare preserved saline 240mls; 2 x Liquifilm wetting solution duopak (2 by 30ml); 2 x Clean 'N' Soak 120mls will receive a 12 tablet pack of Hydrocare fizzy protein remove tablets (r.s.p. £5.18). *Counterall Ltd. Tel: 021-356 0478.*

Smith & Nephew join forces with Seven Seas

Smith & Nephew have joined their Nivea shampoo and conditioner products with Seven Seas natural vitamin supplements for an on-pack promotion to run from this Spring.

Packs of the shampoo and conditioner will carry swing tickets offering consumers the chance to obtain a free pack of Seven Seas vitamins A and D (rsp

£1.99) in return for two Nivea haircare/Seven Seas promotion pack proofs of purchase.

The swing ticket is in the form of a leaflet explaining how the vitamins and the shampoo can help to maintain healthy hair.

Nivea will be investing £5m in advertising the Nivea brand in 1990. *Smith & Nephew Consumer Products Ltd. Tel: 021-327 4750.*

On holiday with Kwells

Kwells and Junior Kwells are currently being promoted in a competition labelled "Lift off with Kwells" aimed at pharmacists and pharmacy assistants who can win a holiday for two (worth £2,750) to visit Walt Disney World in Florida, and the Caribbean.

Winners will spend seven

nights in Orlando before travelling to the Cutlass Bay resort near Kingston, Jamaica for a further seven night stay. Fifty runners up will receive a range of beach equipment. Details are available from Nicholas representatives. *Nicholas Laboratories Ltd. Tel: 0753 23971.*

Poster on herbal teas

London Herb & Spice have produced an A3 poster highlighting the beneficial qualities of herbal teas.

Intended for display in retail shops, the poster lists the eight varieties of single teas and eight blended teas in the Heath & Heather range, and is initially only available through Brewhurst.

London Herb & Spice say that they will be producing a consumer leaflet containing the same information. *London Herb & Spice Co Ltd. Tel: 01-680 8337.*

K-Y in competition

Johnson & Johnson are launching a "mystery shopper" incentive for stockists of their K-Y jelly, beginning in May.

Five K-Y mystery shoppers will tour the country visiting randomly selected pharmacies in order to offer a Marks & Spencer voucher prize to any pharmacist displaying K-Y on counter.

The amount of vouchers awarded will be equal to the retail value of K-Y stock on display. *Johnson & Johnson Ltd. Tel: 0628 822222.*

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■ Does he guarantee Product Liability Insurance?

■ Can he supply all your requirements, are his prices competitive? — not just a selected range!

■ Can he offer a 24 hour delivery service of Parallel Imports, Generics, OTC lines, UK products, Films, etc. etc.?

We can arrange for one of our Telesales staff to phone you at your convenience or one of our representatives will call upon you if you prefer. They cover the UK!!!



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225 BURY NEW ROAD, WHITEFIELD,
MANCHESTER M25 6GQ
Tel. No: 061-766 8299 Facsimile 061-766 8307



Beecham Pills has been repackaged for Spring. Updated packaging highlights the natural ingredient, aloe, and features an illustration of the aloe vera plant. The laxative market, worth £16m last year at rsp, continues to expand and last year recorded 8 per cent growth, say Beecham Health Care Ltd. Tel: 01-560 5151

Varicose veins — a major opportunity for pharmacist support

Six million people in the UK currently suffer from varicose veins — a problem which can be treated more effectively with the aid of Scholl's thorough knowledge of the condition, consumer needs and their comprehensive range of products. The pharmacist has an essential role to play in the treatment of this common condition. We look at how they can help

Varicose veins and their complications now cost the NHS a startling £100m each year. Many sufferers do not understand the cause of their condition, or how to deal with it, resulting in discomfort and anxiety, all too often aggravated by long waits for surgery. Not only is the treatment laborious, but it requires a significant investment of community nursing time. Scholl are using their expertise to educate both the professionals and patients to ensure the problem is treated in the most efficient and effective way.

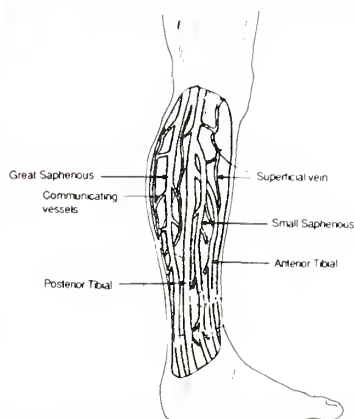


Diagram to show the basic venous system in the leg — showing the superficial veins draining into the main leg veins.

The condition

Varicose veins are swollen and tortuous veins which develop in the leg. They occur when the blood has difficulty in getting back to the heart against the force of gravity when there are weaknesses in the one-way valves and vein walls. Aching legs and swollen ankles are common symptoms of the condition.

There are various ways of treating varicose veins, but compression therapy is the most widely used method, both on its own and in conjunction with other treatments. Of the compression treatments available graduated compression hosiery remains by far the most convenient way to treat varicose veins, ease pain, arrest further deterioration and avoid complications such as varicose ulcers.

Graduated compression hosiery works by exerting sufficient external pressure at the ankle to compensate for venous insufficiency. This pressure gradually decreases from the

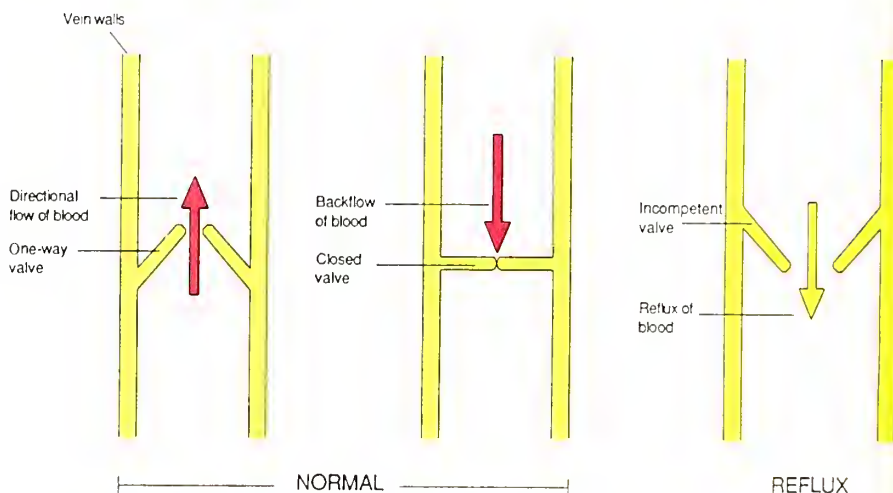


Diagram to demonstrate the action of normal valves and incompetent valves where a reflux of blood in the lower limbs is a potential cause of varicose veins

ankle to the calf and from the calf to the thigh, assisting the calf muscle pump to return blood towards the heart.

Prescribable graduated compression hosiery is grouped into three classes:

Class I (light compression) for people of all ages with superficial or early varices, and for pregnant women.

Class II (medium compression) for cases of medium severity, and used with dressings to treat leg ulcers and prevent recurrence after sclerotherapy or stripping.

Class III (maximum compression) for severe cases and chronic leg ulcers.

As tights are not available on prescription, Scholl have produced a range of OTC Class I and II tights with the same compression values as prescription hosiery.

Who needs support?

From regular market research, Scholl have a complete picture of the likely sufferer.

Typically they have a family history of venous problems and are more likely to be female, although there are a substantial number of male sufferers. Pregnant women are particularly vulnerable; this is because increased oestrogen levels during pregnancy cause the walls of the veins to relax allowing them to bulge out of shape more easily, a situation which is further aggravated by high blood flow in the pelvis. People whose work involves a lot of standing such as hairdressers,

nurses and shop assistants are more likely to suffer, as are sports people who are more prone to leg injuries. Obesity and lack of exercise are also contributory factors.

Scholl commitment to quality

With over 70 years experience in leg care Scholl are committed to producing the best and most comprehensive range of compression hosiery available. Their 86 per cent market share is a testimony to the achievement of this aim.

In recent years the company has significantly increased investment in research and development and state of the art production technology, including a new



About town with Nylastik Class I



COMPRESSION HOSE MEASURING AND FITTING GUIDE

The new comprehensive measuring and fitting guide from Scholl

manufacturing facility near Nuneaton. These new facilities, combined with consistently rigorous quality assurance procedures, ensure that the quality of Scholl compression hosiery is unrivalled.

The effectiveness of Scholl's range is continually underwritten by extensive clinical trials.

For example, their recent four year study at the Adelaide Hospital in Dublin proved that precise fitting of elastic compression stockings lowered the incidence of venous ulcer recurrence in patients with chronic venous insufficiency. Results of this extensive trial will be published shortly.

The revision of the Drug Tariff in April 1988 enabled Scholl to use the latest technology and modern yarns to produce hosiery that patients want to wear. The current range is not only far sheerer and cooler, but it is also easier to put on. Now, people can wear hosiery with the correct medical compression values which looks just like normal hosiery.

Pharmacist indispensable

With less than 10 per cent of varicose vein sufferers consulting their GP each year, pharmacists are uniquely positioned to identify and advise potential sufferers, encouraging treatment and preventive action.

Pregnant women, for example, may not always be aware of the importance of wearing support hosiery during their pregnancy. When symptoms are spotted early enough and the correct action taken, a lot of pain and suffering can be avoided and future problems prevented. Overcoming customer resistance to compression hosiery resulting from a lack of awareness of the sheerness of modern garments is an essential role of the pharmacist.

Education of healthcare professionals as to the nature and treatment of the varicose condition is a responsibility that Scholl has consistently undertaken. The company has produced a new explanatory video for use in medical training programmes backed up by a comprehensive selection of educational literature.

In addition Scholl are working with Seton Healthcare on a comprehensive detailing programme of 20,000 community nurses.

Education of the consumer is also a key part of the programme. Through extensive

consumer research and education programmes Scholl have created a high level of awareness and loyalty for the value and attributes of their hosiery range. This again underwrites the confidence that pharmacists can have when dispensing Scholl.

Measuring and fitting

For the pharmacist, the most important responsibility is the correct fitting and dispensing of the hosiery.

Measuring and fitting compression hosiery requires considerable skill, and Scholl's unique guide details the process step by step. This comprehensive kit, available to all pharmacists, contains the following simple and effective guidelines:

1. Measuring for stock sizes including a chart showing measurements required, measuring guidelines and positions.
2. An easy reference table of Scholl stock sizes.
3. Measuring for made-to-measure hosiery, incorporating a quick, easy guide on preparing the patient.
4. Hosiery care.

The section for measuring provides particularly useful information and tips: "Start by measuring the leg that has the most severe

or uppermost varicose veins. Begin measuring at the thigh and work down. When taking the thigh measurement the patient should stand to ensure the muscles are firm. After this measurement the patient should return to the sitting position."

"Precise fitting is vital to a successful treatment," says Jane Long, product group manager for Scholl. "Patients must also be shown how to wear and care for their hosiery correctly. Our research shows that GPs rely on the pharmacist to perform this role. We believe that our measuring and fitting guide will ensure that pharmacists continue to dispense compression hosiery with confidence."

Unrivalled range

The comprehensive range of Scholl compression hosiery is unrivalled for quality and sheerness. New Nylastik (Class I — light compression) made with Lycra and nylon has a sheer look and soft, comfortable feel, and is available in thigh and below knee styles. New Sheer Soft Grip (Class II — medium compression) offers an increased level of concealment and support and is also available in an open or closed toe option. Both classes come in shades of sand, honey and dove.

For men there are Ribbed Hose (Class II) in black or brown. For patients who prefer a thicker garment the original Soft Grip sun tan is still available.

Although not available on prescription the range also includes Class I and II support tights in sand or honey and Class I Maternity Tights in sand.

New Duofine (Class III — strong compression) in sand is available in the open toe option only.

For those who do not take stock sizes, Scholl also offer a made-to-measure service.

Scholl's dedication to the treatment and prevention of varicose veins is an important part of the company's total commitment to improving healthcare for feet and legs. This commitment guarantees continued research and development, education and quality products from the leading name in compression hosiery.

For further information on graduated compression hosiery or details of the pharmacists fitting guide please contact: Jane Long, Scholl Consumer Products, 182-204 St John Street, London EC1P 1DH.



The Scholl range — unrivalled for quality, sheerness and fit

Golden Lady in the UK

The European Golden Lady transparent hosiery brand is now being distributed in the UK through Focus on Legs Ltd.

The tights are said to combine the appearance of a 7 denier product with the durability and strength of 15 denier.

They come in 13 colours (£0.62 trade) in boxes of 20, say Focus on Legs. Tel: 0623 551651.

Unichem April offers

Unichem's April promotions include price reductions on Albertos' Pure & Clear collection, Hedex, the Mycil range, and Plax mouth wash.

On own-brand products, there are offers on sparkling vitamin C, cod liver oil, hairbrushes, shaving brushes and ultra absorbent nappies. Unichem. Tel: 01-391 2323.

Capucci offers

Purchasers of Italian Capucci d'Alcantara will get a free silk fusch scarf designed by the Italian designer.

For men, a large black pouch grey stripes with three compartments, is being given away with purchases of £25 or over from the Capucci fragrance or grooming range. Mauri Douek Ltd. Tel: 01-328 1036.



New look for Dettol Cream

Dettol cream has been renamed as Dettol antiseptic cream and repackaged to bring it in line with the rest of the range's livery.

The new packaging emphasises that the product is both long lasting and fast acting. The fact that almond oil is included in the formula is flashed on the pack. Reckitt & Colman Pharmaceuticals. Tel: 0482 26151.

Pharmaton sign up Liza

Television celebrity Liza Goddard has been signed up to endorse Pharmaton capsules as the first major step in Unichem's nationwide promotional campaign for Pharmaton in the 90s.

With a promotional spend in excess of £100,000, Liza's face will be appearing on point-of-sale and display material in pharmacies throughout the country.

She will also be featured on shelf wobblers, window stickers and open/closed signs.

The new point-of-sale material will be in-store by May of this year, and will be available to Unichem outlets and all other pharmacies. Unichem. Tel: 01-391 2323.

Montagne Jeunesse have teamed up with Animal Aid to provide a 24 hour advisory service. The service provides details about animal testing issues, the alternatives, and suggested ways of making views known to EC policy makers. Callers will also receive an information pack with fact sheets and leaflets. The number to ring for the animal aid line is 0892 39969. Addis Ltd. Tel: 0992 584221.

Take a stand for



The new Carnation Footcare merchandising unit is all ready to boost your sales by leaps and bounds. This unique unit has been designed to offer the proven, most profitable footcare products in the top selling treatment groups (Nielsen Audit of Footcare Products in 1989).

What's more, the products are displayed in a way that will encourage self-selection by your customers with a "How to treat your feet" guide fixed to the front of the premium quality tray. This gives simple concise information on do's and don'ts, symptoms and treatments for verrucas, corns, callouses and bunions, all indexed for instant access.

The package comes complete with education cards and leaflets for your staff, while the product range is backed up with a national advertising campaign in the women's press and a national poster campaign in leisure centres, swimming pools and health centres.



Rainbow Acrylics launch the Flintstones

Rainbow Acrylics have introduced a children's dinner set in melamine featuring the Flintstone cartoon characters.

The set comprises a bowl (£0.93), cup (£1.08), cutlery set (fork and spoon £1.16) plastic placement (£0.71), bib (£0.67) and a seven piece gift set (£6.37). The "Flintstone" cartoon design is exclusive to the company. The

plate, bowl and cutlery are all available in different livery, say Rainbow.

The company has also added a double-wall (£1.99) and a single-wall tumbler in shatterproof plastic into the range. It also sports the Flintstone logo as well as a clown, cat or dog logos (£1.95) *Rainbow Acrylics. Tel: 01-991 5702.*

Nutricia's cakes are gluten-free

Nutricia Dietary are launching three new gluten-free cakes under the G.F. Dietary name.

Lemon madeira, ginger and carob marble cakes retail at £1.99 and come in outers of six (£8.36 trade). *Nutricia Dietary Products Ltd. Tel: 061-480 7886.*

Rapport to be promoted in cinemas

Rapport is to be linked with Cannon cinemas in a series of promotional activities during Spring and early Summer, including retailer promotions, consumer competitions and sampling offers.

The consumer promotion offers a free ticket to any Cannon cinema to anyone spending £5 or more on any Rapport product (or products) in an independent chemist outlet. When they make their purchase, they will be given a form, with which they can apply for a free ticket. POS backs the promotion which runs for eight weeks from May 1 to the end of June.

Bigger sales

Fastest growing

NEW

How to treat your feet

Premium Quality tray - FREE



Any retailer who displays the point of sale material for the full eight weeks of the promotion will also receive two free tickets to a Cannon cinema.

Selected Cannon cinemas across the country will be displaying Rapport merchandisers containing Fresh Up pads as free samples for cinema goers, and a simple competition leaflet. First prize is an all expenses paid trip for two to Hollywood, along with runners up prizes of Rapport fragrance products.

A series of competitions will also be featured in local newspapers in the areas of other Cannon cinemas, prizes in these competitions will be free cinema tickets, and Rapport fragrance products. *Shulton (GB) Ltd. Tel: 0734 793000.*

NEW

CARNATION VERRUCA TREATMENT

CARNATION CORN CAPS

RELIEVES AND REMOVES CORNS

Everything in fact to ensure that your unit gives you maximum return from minimum shelf space.

And since the unit is offered to you for just the price of the stack with tray, consumer selection guide, education cards and leaflets free, you really can't put a foot wrong. So if you'd like to take a stand for bigger sales, contact your local wholesaler or local Setan representative now.

| CARNATION MIXED DISPLAY TRAY - REF. CODE CAR 715 | | |
|--|------------------------------|------------------|
| TRADE PRICE | REC. RETAIL PRICE (INC. VAT) | PROFIT ON RETURN |
| £33.⁸¹ | £58.³² | 33 1/3% |

CONTENTS COMPRISE 30 WALLETS OF CARNATION CORN CAPS, 12 UNITS OF ROUND AND 12 OF OVAL CORN RELIEF RINGS AND 6 PACKS OF VERRUCA TREATMENT



CARNATION Complete care for your feet

CUXSON GERRARD & CO. (DRESSINGS) LIMITED, OLDBURY, WARLEY, WEST MIDLANDS B69 3BB.

AAH Pharmaceuticals' customers have until April 27 to claim special discounts on the 100 tablet packs of Fisons co-codamol effervescent. To qualify for the special offer price of £1.96 a minimum order of 3 by 100 tablet packs should be placed with the local AAH branch. *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*

SCRIPT SPECIALS

Slow release mesalazine

Nordic Pharmaceuticals claim to "make the most of mesalazine" with their new Pentasa slow-release formulation.

In the management of inflammatory bowel disease, the problem has been delivering drugs in optimal concentrations at the inflamed site. The amount of mesalazine delivered can be affected by bacterial activity, pH, transit time and other factors, say Nordic, a division of Ferring Pharmaceuticals.

To overcome these problems, granules which liberate the active component throughout the length of the intestine have been developed and studies have shown that the release pattern of mesalazine remains unaffected by intestinal transit time over a wide range, says the company.

Nordic have incorporated the granules into Pentasa tablets. Release of mesalazine takes place at all pH values but is slower in the acidic conditions found in the upper GI tract, ensuring that the drug is active in the intestine. **Distributor** Nordic Pharmaceuticals, 11 Mount Rd, Feltham, Middlesex

Description Round, white to light grey mottled tablets with a break line on one side each containing 250mg mesalazine in a slow release presentation

Uses Maintenance of remission in mild to moderate ulcerative colitis

Dosage Two three times daily

Side effects Headache, diarrhoea and dyspepsia. Exacerbation of the symptoms of colitis in patients who have already had this problem with sulphasalazine

Contraindications, warnings, etc Do not use in children under 15 years or if there is known sensitivity to salicylates. Not recommended in patients with renal impairment. Caution in raised blood urea or proteinuria

Supply restrictions POM

Packs Amber glass screw top bottles containing 200 tablets (£32.28 trade)

Product licence (holder Ferring Pharmaceuticals) 3194/0043

Issued April 1990

Hoechst and Astra co-market Tritace

Astra Pharmaceuticals and Hoechst UK are co-marketing a new angiotensin converting enzyme (ACE) inhibitor, Tritace.

It contains ramipril, a prodrug which after absorption from the GI tract is converted to the active form, ramiliprat, a potent and long acting ACE inhibitor.

Manufacturers Astra Pharmaceuticals Ltd, Home Park Estate, Kings Langley, Herts and Hoechst UK Ltd, Pharmaceutical Division, Hoechst House, Salisbury Road, Hounslow, Middlesex

Description Yellow, opaque/white opaque hard gelatin capsules containing 1.25mg ramipril; orange opaque/white opaque hard gelatin capsules containing 2.5mg ramipril and crimson opaque/white opaque hard gelatin capsules containing 5mg ramipril

Uses Mild to moderate hypertension where standard therapy is ineffective or inappropriate because of adverse effects

Dosage In patients not on diuretics and without congestive heart failure the initial dose is 1.25mg once daily, increased incrementally at intervals of one to two weeks, depending on response up to a maximum of 10mg once daily. The usual dose range is 2.5-5mg as a single daily dose. Diuretic therapy should be discontinued 2-3 days before starting Tritace to reduce the likelihood of symptomatic hypotension. Dose should be adjusted in patients with cardiac failure or for renal impairment (see Data Sheet)

Side effects, contra-indications, etc Include nausea, headache, dizziness, symptomatic hypotension, cough and taste disturbances, (see Data Sheet)

Supply restrictions POM

Packs Blister packs of 28 capsules 1.25mg (£5.44), 2.5mg (£7.70), 5mg (£9.79 all trade)

Product licences 1.25mg 0086/0130, 2.5mg 0131 and 5mg 0132

Issued April 1990

Comfeel dressing in DT

Coloplast's sterile hydrocolloid absorbent ulcer dressing Comfeel, is now prescribable on FP10.

The occlusive dressing contains sodium carboxymethyl-cellulose in an adhesive elastic mass. The upper surface is a thin semi permeable film.

Indicated for use in open leg ulcers and pressure sores, the dressing becomes transparent when full absorbency is reached indicating it should be changed. Comfeel wound management system includes a paste, powder, transparent film and various sizes of the ulcer dressing. Only the 10 by 10cm size (£1.64 trade code 2313) is available on FP10. *Coloplast Ltd. Tel: 0733 239898.*

Alvercol

Norgine are introducing Alvercol, a reformulation of Normacol antispasmodic which was blacklisted in 1985 because it was classified as a laxative.

Now indicated for irritable bowel syndrome and hypertonic disorders of the colon, the beige, coated granules, previously yellow, contain sterculia 62 per cent and alverine citrate 0.5 per cent.

Alvercol comes in cartons of 500g (£12.50 trade) and is classified pharmacy only. Normacol antispasmodic is to be discontinued. *Norgine Ltd. Tel: 0865 750717.*

BRIEFS

Orudis 50mg capsules now come in an original dispensing pack of 112, £8.065 trade. The 100s and 500s have been discontinued. *May & Baker Pharmaceuticals Rhône-Poulenc Ltd. Tel: 01-592 3060.*

Prescal 2.5mg tablets are now available in calendar packs (56 £11.39 trade). Packs of 60 will be discontinued when stocks are exhausted. *Ciba Laboratories. Tel: 0403 50101.*

Foscavir — an antiviral for CMV in AIDS

Manufacturer Astra Pharmaceuticals Ltd, Home Park Estate, Kings Langley, Herts

Description Sterile, clear, isotonic solution for intravenous injection containing 24mg foscarnet trisodium hexahydrate, hydrochloric acid and water for injection (pH 7.4)

Uses Treatment of cytomegalovirus (CMV) retinitis in patients with AIDS in whom ganciclovir is contra-indicated or inappropriate

Dosage Give intravenously by a central venous line or after dilution by peripheral vein. The initial dose is 20mg/kg body weight over 30 minutes followed by a continuous infusion at a rate determined by renal function (see Data Sheet)

Side effects Headache, nausea/vomiting, fatigue, rash

Contra-indications, warnings etc Do not use if there is hypersensitivity to Foscavir or in pregnancy or lactation. Measure serum creatinine every second day in all patients. Renal impairment, sometimes associated with flank pain has been seen in about 45 per cent of patients and some have required haemodialysis. Extreme caution is required when used along with potentially nephrotoxic drugs (see Data Sheet). Hypoglycaemia and epileptic seizures have occurred

Supply restrictions POM
Pharmaceutical precautions Store between 8°C and 25°C, do not refrigerate
Packs 500ml glass bottles (£53.58 trade)

Product licence 0017/0248

Issued April 1990

THE NEW FORMULA FOR SUCCESS



NEW TRADE APPEAL

- The only OTC Cystitis product which you can recommend with low sodium content
- Clear, authoritative pharmacy literature to help you help your customers
- Full PR and POS back up
- Informative, medically endorsed consumer leaflets
- Recharge your sales — recommend CYSTOPURIN

NEW CONSUMER APPEAL

- Now a simple 48 hour, six-sachet course of treatment
- Each sachet contains active ingredients 3g Potassium Citrate BP
- Easily dissolving granules encourage fluid intake
- Pleasant citrus flavour drinks
- More convenient, more appealing, more palatable and reliably effective
- For further information on your special bonus deal, ask your rep to call

CYSTOPURIN[®]
FAST AID FOR CYSTITIS

FISONS
Consumer Health

POSTBAG

Not militant but proud

In answer the many queries I have received so far (*C&D* last week), it is *not* militancy that has made me stand up and protest about our negotiators and the loss of the cost-plus contract, it is pride. Pride in the job that we do for the people we serve. Pride in the hours we are available, and pride in the knowledge and advice we dispense freely in addition to the work we are contracted to carry out.

It is imperative we show a united commitment to reverse the DoH's iniquitous new contract. This is the last opportunity to generate a powerbase from which it can be done. United resolve to get it to act in a more reasonable manner will make the DoH recognise the groundswell of contractual opinion against it.

But this in itself is not enough. Recent talk about GPs being allowed to dispense, is only a symptom of our inability to be seen what we are, professionally and financially very good at our job. We must now publicly be seen to be financially penalised because the majority of us do not believe it is in the public interest to issue

drugs covered in Greek or double dutch, or to issue the same drug that is one colour today and a different colour tomorrow because we are always paid for the cheapest.

We must publicly proclaim our embarrassment at having to send a patient back to get a prescription altered (normally by a receptionist) because we cannot be trusted to issue what we, and they know, they always receive. We must publicly voice our fear for the safety of the rural patient whose dispensing surgery is not subject to the same quality and competence checks as ourselves.

Compared to what we have been offered to date, we have nothing to lose or fear by taking this course of action. Contractors worried about their financial and professional future have not been given an opportunity by their LPC or the PSNC to voice their dissatisfaction over the new contract. I urge all contractors and LPC secretaries to contact me to show their concern. Sending me a postcard could still change the course of our future. Then we can get together and in unison say, no, this is morally, professionally and financially unjustified, and totally unacceptable to us and the public we are paid to serve.

If this attempt fails through lack of support, not only will the DoH recognise just how inert and apathetic we are, but it will be tantamount to admitting that we are not worthy of the job we do and have been overpaid in performing it. I do not accept that.

J. Williams
High Wycombe

Special people

I would like to express my appreciation to you for publishing my plea for MD4 filters, and your readers for a response that amazed me. I had no idea there were so many MD4 filters left in the UK!

With the exception of two calls (which came through when I was outside and too far from a pencil), I have made a list of all who offered sets, and I will give this to my GP and also to my health visitor colleagues in the health centre where I used to work. I am sure there will be others who might benefit from this information.

Thank you all very much indeed. Pharmacists are very special people.

Miss B. Salmon
Atherstone

From unity is strength

With reference to your article last week (p488) concerning Mr Williams' attack on the PSNC pay talks: I agree with his comments, and give him my full support.

With regard to his comment that he does not wish to be looked on as a militant, pharmacists are no different from any other group of workers involved in a pay dispute with their employer, whether it be a private individual or the State. It is a self-evident fact that where workers have formed together in a union with the right to strike they have been more successful than those seeking to negotiate on an individual basis. It is the same situation as a boxer going into the ring with one hand tied behind his back.


Pharmacists generally are responsible people fully aware of their commitment to the health and general well being of the community they serve, and would not take lightly their ability to disrupt this service.

The Department of Health has no such qualms about disrupting the health of the community, when it holds back a fully justifiable wage increase to health workers who are often forced to work excessive hours or take extra work to supplement their income. This in turn makes them less efficient, resulting in mistakes which could be life threatening.

If anyone is taking militant action it is the Department of Health, not its employees.

This long standing issue of pay negotiations will only be resolved when pharmacists nationally are organised into a union affiliated to the TUC. Only then they will have the necessary strength to negotiate from. While they wish to continue this cap in hand charade, all else is meaningless.

D. Cohen
Hendon NW4



**Today's most advanced
drug dispensing &
distribution system.**

Now available from
AAH Pharmaceutical Wholesalers,
your normal wholesaler
or SurgiChem.

For details, contact
AAH Healthcare Centre on 0384-270094
or SurgiChem on 061-428 0440.

| | |
|---|----|
| No. of days treatment NB Enc. & due to state | NP |
|---|----|

Uro-tainers
(Bladder workout)
(1x10)

Some punishing form of keep-fit ritual? Our subscriber in Avon didn't think the patient was capable of a Jane Fonda routine

ARE YOU IN GOOD SHAPE?

Now is the time to look forward to summer. For many, it means getting off those extra pounds to get into that swimwear.

For others, it means shaking off winter illness to enjoy the months ahead.

Whichever way you look at it, it means getting in good shape.

Right now, new stock is available of the entire range of **Carnation Slender Plan** meal replacements including new Crunchy Mix, Hot Savouries, Bars and Drinks and the whole range of **Nestlé Build-up** meal replacements and fortified soups.

There's also a £1 million planned programme of support over the next 9 months in National and Colour Press with exclusive independent Chemist Trade promotion and point-of-sale material.

The activity has already started so take stock now. Fill up your shelves and you'll be in good shape – to put on a few extra pounds!

WE ARE





SIMPLY THE MOST ADVANCED HAIR CARE

Schwarzkopf



Schwarzkopf has seen the way to the future of hair care.

It's called Neutral Line. Advanced technology means the formulations are made up of only those ingredients that are needed to create beautiful natural shine and condition for hair.

The whole range is water and ozone friendly and contains no chemical preservatives.



Schwarzkopf

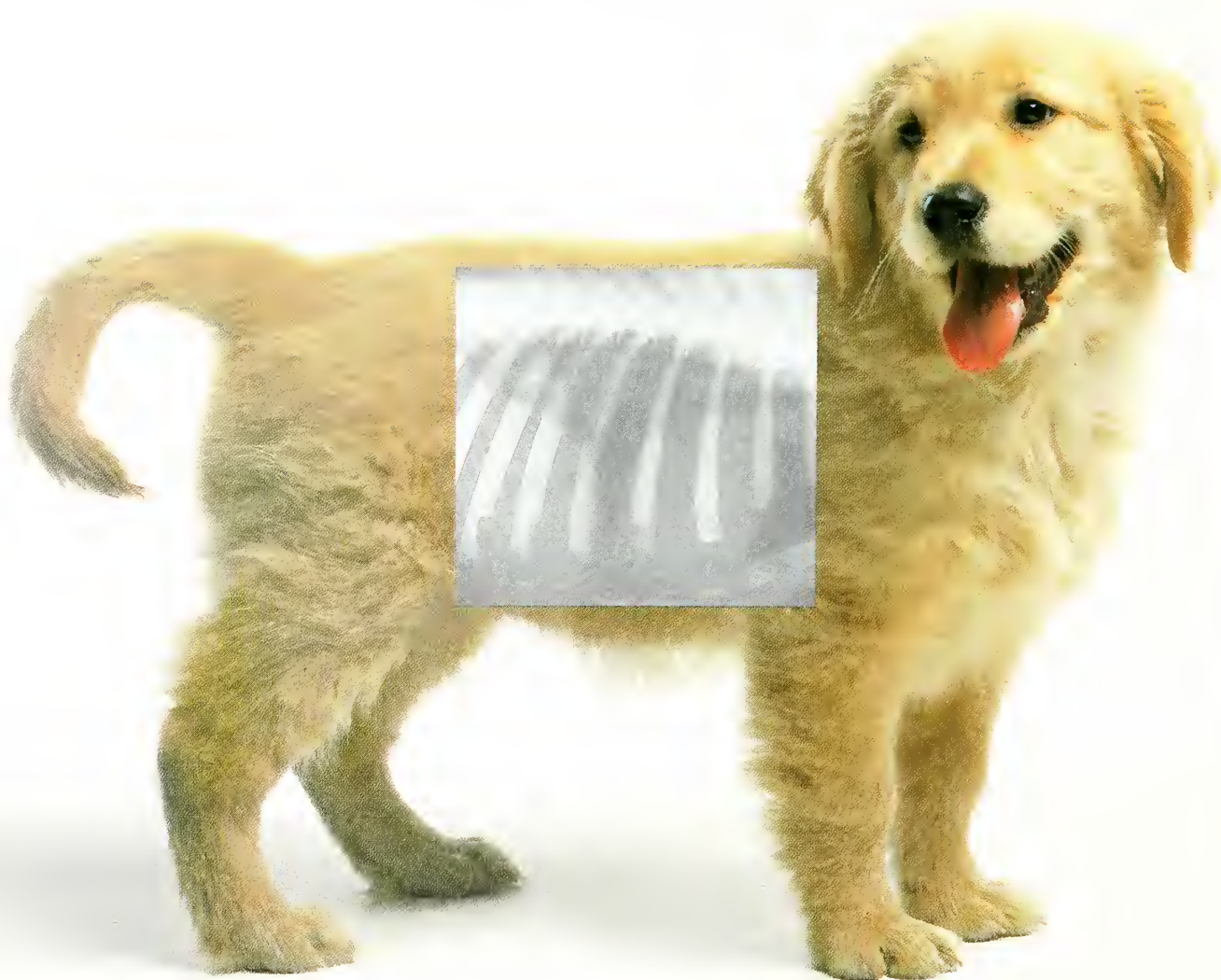
Even the packaging is recyclable.

We're so confident that this is the hair care range for the 90's, we are investing £3.5 million in a national TV & magazine advertising campaign.

It's easy to see the future through Neutral Line.

ANGE EVER LAUNCHED.

f



Panacur. Now you can really see the profit in a wormer.

That's because there's no better wormer you could recommend than Panacur.

It's also the one serious cat and dog breeders, enthusiasts and owners want.

Panacur provides the most comprehensive control of roundworms, and kills tapeworms*. It's the only wormer licensed for *Toxocara* control in pregnant bitches. And it's the easiest to administer – in food.

We're creating demand for Panacur through ads and direct mail, and offering full technical support.

Contact your wholesaler now. For our new guide to parasite control, call Deborah Carter on (0908) 665050.

When sold to pet owners, Panacur is 'pharmacy only' (PML). So, as a business opportunity, it's got to be worth looking into.



Hoechst Animal Health, A Division of Hoechst UK Limited, Walton Manor, Walton, Milton Keynes, Bucks. MK7 7AJ
Active ingredient: Panacur Wormer granules, fenbendazole 220mg/gm Panacur 10% Suspension, fenbendazole 100mg/ml
Further information on request * Taenia species.

Hoechst



® registered trade mark

Fighting the flea

With the peak flea season imminent, *C&D* looks at ways to combat this common cause of skin trouble in cats and dogs.

Fleas carry similar taboos to head lice. No-one likes to admit their pet is infested but all dogs and cats are under threat, even those that are well cared for.

And fleas prefer clean homes to dirty ones in the same way that head lice like clean heads. With today's central heating and plush carpets providing ideal conditions in which to thrive, fleas have definitely gone up-market. It is estimated that they affect four million cats and dogs every year.

Not all animals are sensitive, so owners may be unaware that their pets are harbouring unwelcome visitors. Some dogs carry hundreds but scratch only rarely, while a dog that is hypersensitive may suffer severely from just one bite.

Fleas are tiny laterally-compressed wingless jumping insects which are dark mahogany in colour and difficult to see. The animal should be examined by parting and combing the hair on its back and looking for fleas on the comb. Sometimes it is the flea droppings rather than the insects themselves which are more noticeable. Because the flea eats blood, the droppings show up as black specks which leave a reddish-brown stain when wet or spread on a white paper.

Well-being affected

Fleas can seriously affect an animal's general well-being. The dog or cat can injure itself by vigorous scratching or it might become hypersensitive to the flea's saliva, resulting in wet sores or flea eczema.

Fleas can bite humans and may produce itchy red papules. They act as intermediate hosts to common tapeworms of cats and dogs and can also carry bacterial and viral diseases.

There are two main species — cat and dog fleas. Cat fleas are the more common and can also affect dogs, whereas dog fleas affect mainly dogs. In humans, dog fleas tend to bite above the waist and cat fleas below.

Most of the life cycle takes place in the pet's environment rather than on the host — an essential point to remember when considering treatment. The female adult can lay up to 500 eggs in her lifetime in dusty places such as the pet's basket, under the edge of carpets or crevices in the furniture where they hatch into larvae in two to ten days. A further week or so later they develop into pupae, from which they emerge as immature fleas in 10-12 days. The adult female needs a meal of blood — human or animal — before she can lay eggs.

The life cycle can take as little as three weeks in warm, humid conditions or up to two years in cold, dry conditions. Although fleas breed year round in today's modern houses, the season peaks in May and August/September.

A wide variety of insecticidal presentations are available, including sprays, powders and concentrates for washing both the pet and the bedding. Collars which slowly release



insecticide into the animal's fur are a useful measure to combat fleas as soon as they settle. Collars should be removed if irritation occurs and they are not recommended for puppies or kittens under six months.

By the time fleas are noticed on the pet they will almost certainly have laid eggs in the pet's vicinity, so owners should be advised to treat bedding and other areas as well as the animal itself. Eggs and larvae are easily transferred from room to room on clothing or footwear. This is something to consider if customers complain that a flea product does not work. Have they treated the house as well

as the pet?

Flea eggs are destroyed when bedding is washed in a modern washing machine and some anti-flea products are specifically designed to eliminate the larvae. Regular vacuuming of carpets is also important.

Other ectoparasites which less commonly affecting dogs and cats are lice, mites and ticks. Lice are wingless insects which are easier to control than fleas as they spend all their life on the animal. The young are grey-brown in colour then turn blue-purple as they eat the host's blood. The eggs are laid in the fur and take about two weeks to hatch so the

animal should be treated at least twice at 10 day intervals to eradicate any insects hatching after the first treatment.

Ticks can use any warm-blood animal as a host. They only survive in areas of high humidity and are most commonly seen on country or farm dogs and cats in the Spring and Autumn. They hang on by their mouthparts and swell as they feed, turning from dark mahogany to grey-blue. After ten days they fall off, moult and wait for another host.

They should not be pulled off the animal as the head might be left behind, causing infection. Blocking their breathing holes with butter or soaking them with strong salt solution may persuade them to let go. An insecticidal shampoo used every two weeks should kill ticks on arrival.

Mites are too tiny to be seen with the naked eye. They can be burrowing (eg sarcoptic mange) or non-burrowing types (demodectic or otodectic mange, Cheyletiella). Sarcoptic mange first affects the edge of the dog's ears causing intense itching. It is highly contagious and infects whole groups of dogs. Demodectic mange lives in hair follicles and sebaceous glands and is difficult to remove. It can cause hair loss and skin thickening.

Otodectic mange affects the ears of dogs and cats, resulting in frequent head shaking and scratching. Cheyletiella is sometimes referred to as "walking dandruff" as it is characterised by excessive scurf.

Pharmacists suspecting mange should refer the animal to a vet, as they should in cases of severe scratching where the skin has become damaged.



The cat flea, *ctenocephalides felis* (courtesy of Hoechst Animal Health)

developing into adults. It is an analogue of insect juvenile hormone which is critical for normal development. It is not directly toxic to adult fleas. There is no known effect on humans or other mammals, even at high doses.

Used in Canovel pet bedding and household spray, Acclaim and Acclaim Plus.

Permethrin

A biodegradable synthetic pyrethroid (see below) which kills adult fleas on contact. Broad spectrum insecticidal activity. Highly toxic to fish and crustaceans so avoid contaminating fish bowls and ponds. Virtually odourless, non-irritant and non-staining. High safety margin. Used in Acclaim Plus, Sherley's flea powder and spray, Pestroy spray, Natura collars.

Pyrethrum

Powerful, short-acting contact insecticide which rapidly degrades leaving no persistent

insecticidal residues. The pyrethrins may be administered with other compounds such as piperonyl butoxide to give an enhanced synergistic effect.

Used in Canovel pet bedding and household spray, Tibs flea powders, Pestroy powder, Good Boy/Good Girl powder, spray and shampoo, Hartz dog powder, dog or cat spray and shampoo.

Other synthetic pyrethrins include D-phenothrin (used in Sergeant's Rug Patrol) Neopnamin and Sumithrin (used in Sergeant's Pet Patrol spray for cats and dogs).

Propetamphos

An organophosphorus insecticide which acts by cholinesterase inhibition, killing fleas and ticks.

Used in Canovel insecticidal shampoo for dogs (not cats).

Rotenone

Active ingredient of derris. Toxic to fish.

Used in Good Boy/Good Girl powder.

A natural repellent

Pet Love, a division of Interpet Ltd, offer herbal flea-repellant cat or dog collars which they say do not irritate and are less hazardous to children than insecticides. The collars release mint, citronella and eucalyptus essences on to the fur and discourage fleas from inhabiting the animal. The effect lasts about three months. They are not recommended for animals below two months old.

Some ingredients

Bromocyclen

An organochlorine/bromine insecticide which is absorbed from the feet and antennae of insects, rapidly causing paralysis of the central nervous system. Active against fleas, lice, sheep keds and mange mites other than demodectic mange. Suitable for horses, cattle, sheep, pigs, pigeons and cage birds, rabbits, guinea pigs and other fur-bearing animals. Not suitable for domestic poultry.

Used in Alugan preparations.

Carbaryl

A carbamate insecticide which acts by cholinesterase inhibition.

Used in Good Boy/Good Girl felt collars.

Diazinon

An organophosphorus insecticide which acts by cholinesterase inhibition, generally killing fleas in a few hours and ticks within eight days.

Used in Good Boy/Good Girl plastic collars, Tibs collars, Catovel and Canovel collars, Preventef collars.

Dichlorovinphos

An organophosphorus insecticide which acts by cholinesterase inhibition.

Used in Hartz two-in-one dog and flea tick powder and collars.

Methoprene

A larvacide which prevents the flea larvae



Horse sense from MSD-Agvet



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PHARMACEUTICAL ADVICE

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5th–13th May 1990

A chance to benefit from the pet health boom

Pharmacists are urged to make the most of National Pet Week, from May 5-13

Against a background of talks, pet shows and sponsored walks, pharmacists have the chance to establish themselves as a source of pet medicines and advice. The Royal Pharmaceutical Society is urging members to publicise the event as much as possible to ensure the profession's continuing growth in this area. An attractive window display will advertise the fact that pharmacies can provide a range of effective products for keeping pets healthy.

The Society can supply stickers and posters advertising National Pet Week, together with leaflets advising customers to ask their pharmacist about suitable remedies for fleas and worms.

Vetchem suggest that pharmacists telephone their nearest Vetchem wholesaler or suitable display material, stock and advice.

The National Pharmaceutical Association is hoping to have an updated version of its Agricultural and Veterinary Handbook available soon.

The Pet Health Council, which is organising Pet Week, can also supply leaflets suitable for handing to customers. Their address is 4 Bedford Square, London WC1B 3RA (tel: 01-255 2424).

The aims of Pet Week are "to promote responsible pet ownership, to make people aware of the benefits of pets to people, to increase public awareness of services available from professionals and other organisations involved with pet animals, and to raise the awareness of working animals." Most of the activities are being organised locally by a coordinator whose details can be obtained from Christina Thomas, British Veterinary Association, 7 Mansfield Street, London W1M 0AT (tel: 01-436 8750). A "Worm your dog week" will be of particular interest to pharmacists in the Herne Bay area (contact 227 364084).

Last year the Week attracted widespread

national publicity, and free coverage on both television and radio is expected again this year.

Pharmacists well placed

Pharmacists are in a good position to capitalise on the growing pet care market.

Half the households in the UK own a pet, which means about 500 cats and dogs per pharmacy according to Vetchem, the specialist animal medicines wholesaler to pharmacies. They believe the greatest area for growth is in the sale of wormers, flea preparations, insecticides and other pet

medicines, shampoos and conditioners. Together, those categories have a market value of about £35 million.

New products entering the market are of higher value, more effective and are sold only through pharmacies or vets — another advantage to pharmacists. Increased awareness of the need to worm dogs and cats regularly will have a dramatic impact on the market, say Vetchem. If all the 13 million or so cats and dogs in the UK were wormed twice a year at an average cost of £2.30, the wormer market would grow to £30m compared with its present value of £10m.

Hoechst Animal Health believe that a



Armitages do their best for dogs

combination of public health fears, "green" consumerism and increased hygiene awareness means that demand for pet products through pharmacies is likely to soar in the early 1990's.

Rob Morris, product manager for the company's small animal (ie pet) range, predicts that the market is set for a dramatic expansion over the coming years, with the bulk of new business heading towards High Street pharmacies.

"The general trends have been visible for some time," says Mr Morris. "But we are about to witness fundamental changes in public attitudes towards pet health care. What was once simply a question of animal welfare has developed into a major environmental and public health concern."

Equated with human health

"Issues such as *Toxocara canis* — the dog worm which can affect children and cause blindness — mean that pet health is now clearly equated with human health. As such, pharmacies become a primary source of supply, whereas this was once strictly the domain of vets and pet shops," says Mr Morris.

"Manufacturers are expecting pharmacies to account for up to 20 per cent of their small animals sales within two years, compared to less than 5 per cent a couple of years ago."

He points out that Panacur is the only licensed wormer suitable for treating bitches pre-whelping, which means virtually worm-free puppies. As the vast majority of *Toxocara canis* worms occur in and are spread by very young dogs, if all pregnant bitches were properly wormed with Panacur, this disturbing health hazard would virtually disappear.

"While we don't necessarily expect to see pharmacies carrying all types of pet health products," concludes Rob Morris, "we do envisage a marked upturn in business for items concerning worms, fleas and other parasitical conditions which can affect humans and represent a further environmental issue for pet-owning consumers."

Bob Martin Co say there are now estimated to be 7.3 million dogs in the UK compared with 6.3 million in 1985 and 6.7 million cats compared with 6.1 million in 1985.

They have produced a dispensary pack specifically for pharmacies, offering a range of cat and dog treatments for common ailments. The unit has a trade price of £15.97 with further discounts being offered by wholesalers, and has a retail value of £26.84. It contains cat and dog conditioning tablets, worming tablets and flea collars, a dog flea spray and insecticidal shampoo. A full colour leaflet with each dispensary pack gives information in more detail on the causes, symptoms, and treatments of the problems the products aim to solve.

Throughout 1990, Bob Martin Co are



Specifically for pharmacies — Sherley's and Bob Martin (top) offer retailers compact units holding a basic range

running a national advertising campaign in the women's Press. The campaign will be focusing on Bob Martin condition tablets and the benefits of conditioning pets.

"The pharmacist's historical involvement in human health and medicines makes the expansion into pet health both logical and uncomplicated," says Julia Beveridge, product manager for Sherley's.

With pharmacies concentrating on the philosophy of "keeping healthy animals healthy", Sherley's have produced a

composite unit especially for these outlets. It holds a selection of eight products such as wormers and flea treatments and measures 9in high, and 16in deep and wide. It is available through the Nicholas sales force (tel: 0753 23971).

MSD-Agvet's current advertising for Equisan paste for horses is appearing year round in *Horse and Hound* and other magazines for horse owners. It is backed by a poster and a comprehensive product booklet which pharmacists may hand to customers.

Make sure your customers' pets only have ears for OTODEX

Otodex is one of Britain's best selling treatments for ear irritation in dogs and cats so make sure you're not out of stock when your customers ask for Otodex.

Don't forget the other two fast-moving products in this range — dog shampoo and skin cream for dogs and cats — it makes good sense to stock the range.

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PHARMACY update

Computers in pharmacy — an overview

In the first of a new series on computers and their applications to community pharmacy, Dr Barry Strickland-Hodge gives an overview of available facilities.

The impact of computers on pharmacy has been both subtle and dramatic. Subtle in the way it has come about without great changes in the overall activities of the pharmacy. Dramatic in the way it has affected such a large proportion of the profession.

Administration can be made more efficient, business can be increased and the professional image which we reflect can be improved, all by relying more on a machine to organise the management of our day to day activities. We benefit, the patient and public generally benefit and, by using sophisticated patient medication record systems, the GP can often benefit.

It will come as no surprise that 95 per cent of community pharmacies have at least one computer on the premises. It may be more surprising that almost one in six have more than one.

This "revolution" has happened over a relatively short time. The great boost to computerisation came with the Pharmaceutical Society's decision in 1982 to recommend that all labels for medicinal products dispensed in pharmacy should be printed, from January 1984. Necessity being the mother of invention, companies who had already started or were considering developing labelling machines were given the impetus they needed.

'Potential underused'

Pharmacists have taken to computers, but in many cases a machine's full potential has not been exploited. Even those who have moved to PMRs are often using only a fraction of the system's facilities. The main reason is that each new activity takes time to learn and



incorporate. New activity may also require a change in established policy, such as in direct ordering from wholesalers.

Auto-ordering, where the computer is responsible for stock control, is now fully implemented on major systems but some pharmacists lack the time and faith needed to exploit this area.

Computerised labelling

The major impact of computers has

been in the dispensary and, in particular, in the labelling of medicinal products. Computerised labellers have made final packaging more professional, readable, and acceptable to patients. Some find the print too small and there are those suppliers who offer facilities for increasing the print size if patients request it.

The greatest advantage of computerised labelling systems over typewriters or any other

method is the automatic assignment of warnings. Is it laziness to want this kind of aid? In pharmacies where typewriters are still used, warnings must be manually assigned to each dispensed product.

The Society published its guidelines for labelling machine and computerised PMRs in March last year. These are generally sensible suggestions which should be considered as a good starting

point. However, some 30 per cent of systems were installed before 1986 and the majority were in use before the guidelines were published. Nearly 20 per cent of pharmacy labellers continue to use a cassette tape for storing the software, the warnings and the drug directory, with a further 40 per cent using floppy disks.

It is highly unlikely that they will meet many of the guidelines' recommendations for labelling machines which on the whole seem to be very stringent and more related to PMRs. For example, labelling machines generally have no interaction facility, neither do they allocate a patient number but these features are included in the guidelines.

Some recommendations are more relevant but are still unavailable on the majority of labellers.

Patient medication records

Increased use of computerised PMRs distinguishes us from pharmacists in many other countries where computers are used mainly for business activities such as pricing. PMRs give a catalogue of all medications dispensed to patients coming into the pharmacy. Completeness of records can vary from pharmacy to pharmacy. Some are sure they have records of all prescriptions from regular customers. Others know only too well that they have an incomplete picture.

The card given to the patient when a medication record is created gives that patient not only assurance that you are caring for them but also has your pharmacy name and address on it as a permanent reminder of that care. If the system is explained to each patient you can be reasonably sure they will return. The evidence for this is both anecdotal and objective and will be discussed in a later article.

Drug interactions

The facility for checking drug interactions will be discussed fully in a separate article. Where it is available, there are a number of ways in which the pharmacist can be alerted and there are differing amounts of information given by different systems. The ability of a computer to check over a set period of a patient record helps the pharmacist carry out an important function more effectively.

Administration

Many day to day administrative tasks can be made easier with a computer. There are some who have all packages on one system and load them when appropriate.

Multi-tasking, which appears in the RPSGB guidelines, enables several tasks to be carried out on the same computer at one time. It is characterised by the system's ability to switch rapidly from one task to another, say labelling to accounts, without the need to load a new program. It is useful but there are two other ways of looking at administrative activities. One is to have a second computer in a separate part of the pharmacy or at home. However, you may consider this inefficient in terms of machinery and space. Space is often at a premium in a small pharmacy and you may feel such expense is unjustified.

Secondly, it is possible to access different software on one hard disk using one or more screens. These systems generally require very specific software to ensure constant speed of access and to prevent two individuals accessing the same information, such as the same patient's record, at the same time.

One advantage is that if one member of staff does the accounts, they can get on with it while you use your terminal as the screen for labelling and record keeping. The advantages are space and often cost. The system should not be slowed down by any measurable amount. The best arrangement depends on your own preferences, requirements, budget and existing facilities.

Wordprocessing

If you use a PMR system, you will be aware that there are times when a letter of explanation is useful for patients. Letters can be processed on a separate machine or on your existing system. A second printer may be useful or letters can be printed after changing the labels for paper. Alternatively one letter can be printed and photocopied.

The advantage of using a computer is that there are "mail merge" facilities which can tie up a letter to an individual patient adding their name and address automatically. This facility is used extensively by GPs for recalls and specific queries.

Other activities

1. Electronic point of sale In our survey, electronic point of sale systems (EPoS) were considered to be only relevant for large multiples. However, new systems are coming onto the market which are equally at home in the one man business. They are used for price "look-ups" at the till, stock control and itemised bills. Currently very few independent pharmacies have EPoS, but the number is likely to increase sharply over the next year or so. There have been estimates that 50 per cent of pharmacies will have EPoS by 1995.

Business applications

Accounting
VAT
Salaries and wages
Stock control
Direct ordering
Financial forecasting
Banking
Private script pricing
Generic price comparisons

2. Drug information Giving information about prescribed medicines to patients is not new but providing such information from a computerised database is. Pharmacies have in the past given out leaflets with brief details on safe and effective use of medicines, but now computers can be used to provide patient orientated drug information for all dispensed products.

The Hadley Hutt Patient Record System has this facility and provides information for each product when first supplied. The information is printed out on a second fast printer and covers usage, precautions, storage and common side effects.

The Exeter Database can be accessed with some PMR systems. The data is stored on your hard disk and accessed when necessary, for example, if a drug interaction is spotted, a contraindication is suspected or dose is queried. It would be helpful if information like current anti-malarial requirements for travellers, or local recommendations for louse eradication were easily available. There is no reason why these could not be included on current PMR system updates alongside the monthly drug directory and price changes.

3. Online information services. The size of most PMR hard disks limits the

available space for drug information. It may, therefore, be necessary to access outside information sources from time to time. The majority of pharmacists questioned in our survey were positive in their comments about accessing outside electronic information sources. Almost 80 per cent said that they would like this sort of access. Yet only 8 per cent of the same sample used PINS, the RPSGB news and information service. There are many reasons for this, one may be that the information held on PINS is not what is wanted by the average community pharmacist.

Primary health care

Computers have offered pharmacists the opportunity of improving their business and professional skills. Other healthcare professionals are also seeing the advantage of computing. In fact, it is difficult to understand how GPs will be able to fully comply with their new terms of service without a computer. Surprisingly, only some 40 per cent of practices are computerised and dentists and optometrists lag further behind.

It can be argued that information in the health service gathered during day to day activities is a corporate entity and should be used for more appropriate resource allocation. Currently there are no plans to ensure standardisation or compatibility. In the future we may see more information transfer not only from primary healthcare practitioners up to family health services authorities and region health authorities, but also from one part of the primary health care organisation to another. Is the "smart card" the answer to this information transfer? Possibly, but we all need to get involved in the debate to ensure our input is accepted and that the information available on the cards is compatible to our PMRs for downloading where appropriate.

Dr Barry Strickland-Hodge, MRPharmS, MInfSc, MIPharmM, ACPP, is an honorary visiting fellow, Aston University and honorary visiting senior research fellow, Bradford University. Some of the statistical data mentioned in this series comes from a survey of 2,000 pharmacists carried out by Rebecca Boakes, MRPharmS, at Aston University.

P Patient Records
I Interactions Alert
L Labels
L Leaflets
S Stock Controls



What happens when you take the PILLS?

As the ultimate in pharmacy computer systems, **PILLS** can certainly make life easier for the hard-pressed professional. From **Community Pharmacy** comes this unsolicited testimony "It helps us do everything bar make the morning coffee". More specifically it provides you with **Patient Records, Interactions Alert, Labels, Leaflets, Stock Controls**. It can bring you in new customers "We find people are coming from much further afield" **Gerrard Ogle MRPharmS** "So far it seems a great success with the public" **Which? Way to Health**. As **Womans Realm** said "It's such a good idea we hope it will spread" Sorry about the coffee!"

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AWAY,
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TO KNOW
THAT LITTLE
CLARE SMITH
ISN'T ALONE.



It's so easily done. A family holiday to Penzance, a million things to remember, and in all the excitement one small thing is forgotten. In 9 year old Clare Smith's case that one small thing turned out to be her insulin.

Unfortunately for Clare, it was insulin not normally used in the Cornwall area, and to complicate matters further, it was August Bank Holiday.

Beside herself with worry, Clare's mother contacted all the pharmacies in the area with no success.

That's when Rajesh Patel, pharmacist at the Vantage Chemist stepped in. Aware of the possible implications, he immediately telephoned the manager of the Paignton branch of AAH Pharmaceuticals at home and explained Clare's plight.

The response was immediate. A special delivery was arranged by van, necessitating a round trip of some 180 miles. Rajesh Patel described it as an overwhelming level of service and one given without hesitation.

An exceptional case? Maybe, but not an exceptional service for a branch of AAH Pharmaceuticals. We know we hold your reputation in our hands and that's a responsibility we take seriously. All every day, our people go out their way to provide you with support and back-up the second to none.

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This advertisement is based on real people and events. For the sake of confidentiality, names and locations have been changed.

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PHARMACY update

Advances in inhaler technology

The correct drug, in the correct dose, delivered to the correct site are the three fundamentals to ensure asthmatics remain problem-free, says Dr Richard Lewis, consultant physician at Worcester Royal Infirmary, in a review of developments in inhaler technology.

Ancient Chinese and Indian remedies for asthma were able to direct their herbal treatments to the lungs in the form of smokes and vapours. More modern drugs would be inactivated by such high temperatures.

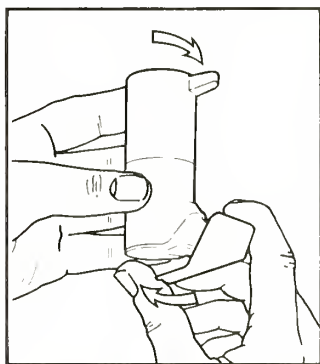
The injected route became popular for drugs like adrenaline until the 1930s when it was found that such drugs were equally effective and produced fewer side effects if delivered directly to the lungs as a small particle mist by nebulisation.

Initially widespread use of nebulisers was held back by the complex and expensive apparatus considered necessary. Small hand held nebulisers activated by squeezing a rubber bulb became popular, but the drugs available for use at that time were weak and the dose small.

Although today's drugs are far more potent, modern understanding of the pathophysiology of asthma shows that bronchodilators merely mop up the floor whereas anti-inflammatory drugs turn off the taps.

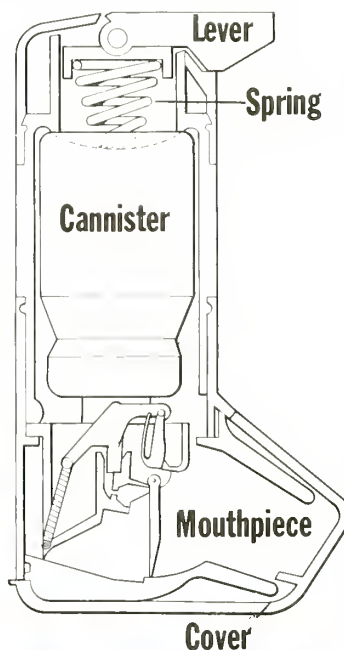
The pressurised metered dose inhaler (MDI), introduced in the 1960s and available over the counter, rapidly overtook the market, but began to get a bad press when it was held responsible for the rapid rise in asthma deaths in the late 1960s.

In retrospect, delay in seeking help for the inflammatory component of the disease was a more likely cause of the deaths, rather than adverse response to the inhaler. However, memories are long and even today safe, highly selective drugs display the warning 'It is dangerous to exceed the recommended dose'. These anachronistic statements may well be responsible for more suffering than they save, with asthmatics in spasm fearing to take extra doses which would worsen the situation. The safety of



higher doses is clearly seen when it is realised that the lung dose of Ventolin delivered from nebulisation of 5mg is equivalent to 50 puffs of the MDI.

The high dose delivered by the



nebuliser is the main reason for its effectiveness in those situations where the MDI fails, eg chronic or severe airflow obstruction and emphysema. Nebulisers also overcome the need for precise co-ordination needed to use an MDI. The availability of relatively cheap air compressors to nebulise drugs has resulted in a rapid increase in home nebulisation over the past 10 years, but this form of drug delivery is needed by only a small percentage of patients.

New devices key to control

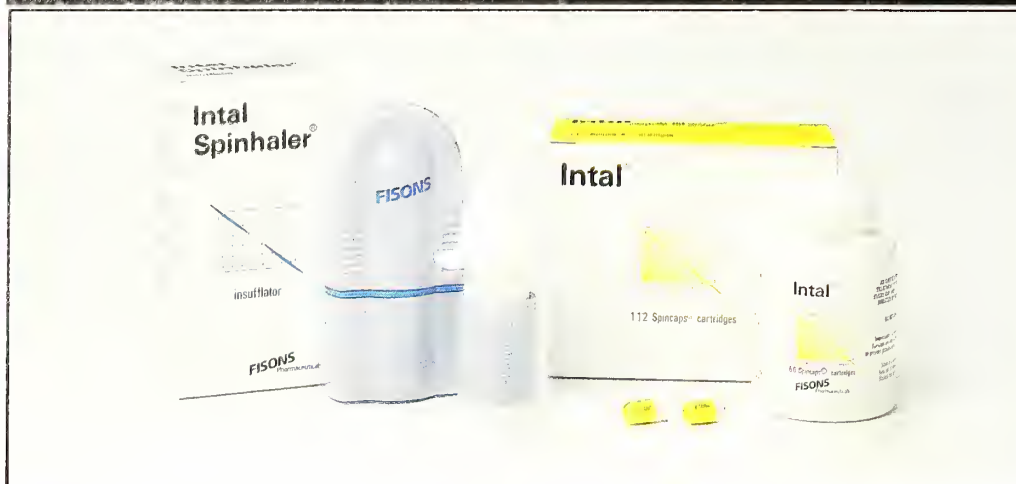
Although the MDIs retain the lion's share of the market for the delivery of anti-asthma drugs, a large and possibly confusing array of other devices became available in the 1980s. It is these devices, however, which provide the key to effective asthma control. The almost universal inability to use an MDI is well known but doesn't seem to deter doctors from prescribing them for their patients, whether they can use them or not. A move away from this habit would greatly improve asthma care.

Dry powder inhalation should be the first line method for most patients. These devices simply require the ability to suck and avoid the need for co-ordination. The original dry powder inhaler was the Intal Spinhaler, now in a less bulky, more convenient package. At present there are three others, the Rotahaler and Diskhaler from Allen & Hanbury and the Turbohaler from Astra.

Both the Diskhaler and the Turbohaler avoid the fiddle of poking capsules into the Rotahaler. The Turbohaler has the advantage of containing 200 metered doses compared to the Diskhaler's eight doses per disk. Unfortunately the Turbohaler does not yet deliver Astra's inhaled steroid Pulmicort, and



Pulmicort Turbohaler makes delivery easier for children



The first dry powder inhaler, the Intal spinhaler, got a new look and carrying case last year



Bricanyl Turbohaler from Astra



A&H's Diskhaler in salbutamol and beclomethasone presentations

their MDIs alone when away from home and that the benefit is lost. Since it is often those patients who are least likely to benefit from an MDI who need the large spacer, it is particularly important to ensure patient compliance with the device. Hopefully a more portable version will be available soon.

Atrovent is currently only available by MDI. This anticholinergic is most useful in those patients with the poorest lung function in whom the MDI is least appropriate. I overcome this difficulty by delivering Atrovent via the Nebuhaler since the canister fits.

A number of other non-valved and spacing devices are available, but I am not impressed that they offer a sensible alternative to the Nebuhaler/Volumatic systems or dry powder delivery.

A newcomer on the scene is a breath actuated aerosol inhaler, the Aerolin Autohaler. This is an ingenious piece of engineering and may help overcome some of the co-ordination problems of the MDI. In this device a spring loaded aerosol canister is actuated by simply inhaling. It is unlikely to offer better lung delivery than a well used MDI alone, and it does not deliver the vital steroid — again an isolated left-hand glove waiting for its mate.

How pharmacists can help

Patients who are not shown how to use an inhalation device rarely bother to read the instructions and few therefore benefit fully from the drug. A little time spent with those who have not been shown will help ensure that the drug reaches the site intended. The pharmacist should be familiar with the correct inhalation technique for each device.

Compliance with inhaled therapy is poor even in patients with troublesome symptoms. Compliance is better with simple twice daily inhalation regimes. Patients should be reminded that their inhaled steroid is the important one to take on a regular basis. Clearly written instructions are more likely to be followed.

Work from the Brompton and Southampton medical schools emphasises the importance of inflammation of the airway lining as the source of the various other manifestations of asthma such as spasm and bronchial hyper-reactivity. Many patients using bronchodilators alone are needlessly suffering. Appropriately delivered anti-inflammatory drugs such as steroids direct treatment at the cause and not the effect.

Since compliance, particularly with the inhaled steroid, will ensure the taps are turned off, it should be cost effective since less money will be spent mopping up the floor!

until the steroid Turbohaler is available in the UK I feel that to prescribe a bronchodilator alone is like providing a left-hand glove without the right. (Astra say that a Pulmicort Turbohaler is awaiting licensing approval).

Both the Rotahaler and Diskhaler deliver Ventolin and the steroid Becotide and therefore have the edge here. The Diskhaler has a foil sealed powder which is not affected by damp, is easy to use and has numbered disks which help compliance.

With GPs becoming increasingly cost conscious I hope that A&H will remove the cost penalty of the Diskhaler which is about 14 per cent more expensive than Rotacaps for Ventolin and 19 per cent for Becotide. Patients should be warned that they will feel deposition of lactose powder on their tongue since the diameter of the particles of lactose carrier is 140 to 180 times that of the drug particles.

For those patients with a poor inhalation rate, including the very old, the very young and those with severe airflow obstruction, an alternate delivery mechanism is necessary. If the patient is unable to make a vigorous "rattle" when using the Rotahaler then a large volume spacer containing a one way valve is useful, eg the A&H "Volumatic" or the Astra "Nebuhaler". These devices improve airways response with a marked reduction in drug impaction in the throat, which leaves more drug free to enter the lung. About 50 per cent of the drug becomes deposited within the spacer's chamber, but this is more than compensated for by the reduction of oropharyngeal impaction.

Patients should be advised not to wait too long between actuation of the MDI into the chamber and inhalation since the percentage deposition of drug in the chamber increases with time. I have found that the cumbersome nature of these large volume chambers means that many patients use

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(Salbutamol BP)

Making sure Ventolin gets through



Ventodisks (Salbutamol BP)
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Treatment and prophylaxis of acute and chronic bronchospasm.
Dose and administration: *Adults:* Ventodisks 200 micrograms, as a single dose or three to four times daily. *Children:* Ventodisks 200 micrograms, up to four times daily.
Contraindications: Threatened abortion during second trimester. Hypersensitivity.
Warnings: If previously effective dose lasts for more than three hours, seek medical advice. Caution in patients with thyrotoxicosis. Avoid with non-selective beta-blockers.
Precautions: Avoid unnecessary use during pregnancy.
Side effects: Mild tremor, headache occur very rarely – transient muscle cramps, hypersensitivity reactions. Paradoxical bronchospasm could occur – substitute alternative therapy.

Presentation and Basic NHS cost: Ventodisks – pack of 14 Ventodisks each containing 8 x 200 micrograms Salbutamol BP (as sulphate) – light blue or 8 x 400 micrograms Salbutamol BP (as sulphate) – dark blue, together with a Ventolin Diskhaler. For inhalation. £7.11 and £12.02. Refill pack of 14 x 8 Ventodisks 200 micrograms or 14 x 8 Ventodisks 400 micrograms £6.54 and £11.45.

Product licence numbers: Ventodisks 200 micrograms 0045/0134, Ventodisks 400 micrograms 0045/0135.



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VENTODISKS

(Salbutamol BP)



New hope for Parkinson's

Could we all be taking prophylactic selegiline from our 50th birthday? To mark "Parkinson's Disease Awareness Week", *C&D* looks at the history of "shaking palsy" and examines research that offers new hope for millions of people around the world.

What did Mao Tse-Tung, Salvador Dali and Sir John Betjeman have in common? They all suffered from Parkinson's Disease (PD). Over 100,000 people in Britain suffer from the condition and countless more around the world as it affects all races. The average age of onset is 55, but one in seven patients contract it up to 20 years earlier. As the number of elderly in the population increases, PD is becoming more common.

The condition is characterised as a movement disorder in which the sufferer becomes increasingly slow and clumsy. First described by Dr Parkinson (whose 235th birthday anniversary is celebrated this week), the signs and symptoms can just as easily be recognised today, as they were in 1817: "Involuntary tremulous motion with lessened muscular power in parts not in action and even when supported, with a propensity to bend the trunk forwards and to pass from a walking to a running pace; the senses and the intellect being uninjured..."

Cause still unknown

The cause of the disease is still unknown, but in the early 60s it was discovered that in PD sufferers the area in the mid-brain which controls movement, the basal ganglia, was deficient in levels of the neurotransmitter dopamine.

Parkinsonian syndrome seems to result from an abnormality in the nigrostriatal pathway and its connecting system of neurones running from the zona compacta of the substantia nigra to the corpus striatum. The pathway is dopaminergic and inhibitory.

In PD there is a deficiency in dopamine transmission at D₂ receptors. Excitatory stimulation mediated by acetylcholine is carried by other fibres that have their endings in the corpus striatum. It is believed that PD arises from an imbalance between dopamine and acetylcholine in this system. Tremor arises from loss of inhibitory dopaminergic fibres of increased activity of cholinergic fibres.

Theories abound as to the cause of the disease. Studies of the substantia nigra have shown that one of the complexes involved in the mitochondrial

respiratory chain is impaired in PD. There is also an increase of total iron concentration without a corresponding increase in the "neutralising" protein ferritin, which could mediate free radical attack, and result in enhanced lipid peroxidation. Metabolism of dopamine may also lead to further oxidation. These changes may result in "self-destruction" of neurones.

For the past 20 years, drug treatment of PD has centred around replacing dopamine with the precursor levodopa, which itself leads to long term complications of a "levodopa syndrome" and does nothing to halt the progress of the underlying disease. Treatment has now been expanded to incorporate three arms¹:

1. The possibility that certain treatments may prevent, retard or stop the underlying disease process.
2. Ability of symptomatic treatment, with new delivery systems, to limit the appearance or impact of response fluctuations — the "on-off" effect.
3. The prospect of restorative treatment using cell implants.

Selegiline has recently been the focus of intense attention following the publication of two major trials that showed the drug actually slowed the disease process and delayed onset of disability.

The selegiline story began early in the 80s with the Californian discovery in 1982, that addicts taking adulterated synthetic heroin developed a "frozen" state very similar to the rigidity of PD. Investigations showed that the dopamine-producing area in the brain — the substantia nigra — was substantially damaged and the causal agent was methylphenyltetrahydropyridine (MPTP).

The effects of MPTP can be blocked in animals by MAO-B inhibitors, and an earlier study had shown that giving the selective MAO inhibitor selegiline to Parkinson patients taking levodopa appeared to prolong life.

Dr William Langston, head of neurology at Valley Local Medical Center, California, who made the MPTP breakthrough, went on to study the effects of selegiline alone.

Dr Langston studied 54 patients with PD in a double blind



This week marks the 235th birthday anniversary of Dr James Parkinson and the 21st anniversary of the Parkinson's Disease Society

placebo controlled study². Only patients who had had the disease for five years were included, and they were given selegiline or placebo until levodopa was indicated or they had been in the study for three years.

Early selegiline treatment significantly delayed the need for levodopa as well as slowing the rate of disease progression. Dr Langston postulated that selegiline could act by preventing formation of oxidative species or by preventing the oxidation of dopamine by MAO-B.

Confirmation

A few months after the study was published a large multicentre trial of 800 patients confirmed Dr Langston's findings³. In the deprenyl and tocopherol antioxidative therapy of parkinsonism (DATATOP) study patients received selegiline, tocopherol (vitamin E), a combination of both drugs, or placebo. Patients taking selegiline alone or with vitamin E reached disability more slowly than those on placebo.² DATATOP concluded that untreated patients in the early stages of PD should be given 10mg selegiline daily.

Dr Niall Quinn of the Institute of Neurology, in London speculates that the results of these studies will lead to pressure on doctors to "start lifelong treatment with selegiline in every patient with Parkinsonism as soon as the first symptoms appear. A more extreme view given the suspected 20 to 30 year presymptomatic period, would be to treat the entire population from their 50th birthday"¹.

There are still many questions surrounding the use of selegiline and further trials are underway. For instance, the drug does not appear to halt the development of fluctuations and dyskinesias. Meanwhile new delivery systems or regimes started earlier in the disease may be useful.

It should really surprise no one that a brain flooded and starved of dopamine three times a day should sooner or later protest by producing response fluctuations, says Dr Quinn. Sustained or controlled levodopa, dopamine agonists or transdermal or other continuous delivery systems may be the answer.

1. *Journal of Neurology and Psychiatry* 1990 57:93-95
2. *Science* 1989; 245: 519-522
3. *New England Journal of Medicine* 1989 321:1364-71

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Major wholesalers put pressure on parallel importers

Generic and parallel imported medicines are a pain as far as Unichem's managing director Peter Dodd is concerned because they take up valuable space and bring down order values. Nevertheless they are here to stay, at least for the next few years, and Mr Dodd sees some interesting developments on the horizon, not least the demise of some of the less efficient parallel importers as the full line wholesalers turn adversity into advantage.



Unichem's Peter Dodd

present there is over capacity for generics production in the EEC. Under normal circumstance market forces would correct that but, as Mr Dodd explained, normal circumstances do not prevail.

Pharmaceutical companies

have been buying up generic manufacturers and can afford to subsidise them for as long as they wish, he claimed. So although there have not been imports of generics from mainland Europe up to now he believes that situation will change.

Moving to parallel imports, Mr Dodd said that for a long time the majority of pharmacists resisted using them. But when the Government introduced its "scandalously unjust scheme to discount pharmacists on the assumption that they were all using parallel imports" many were forced to start using PIs.

Mr Dodd sees PIs continuing to be significant for some time after 1992. He does not see such shrinkage in medicine price differences between EC members for at least five years on from 1992. And it will not be until around 2000 the year that PIs will become much less significant than they are now.

He predicts that full line wholesalers will play a greater part in the PI market and that some of the less efficient and reliable parallel import companies will go out of business over the next two years.

The Government's blacklist gave added impetus to the growth in the use of generics and opened up the market to short line wholesalers, Mr Dodd told delegates to a conference on the PI and generic trade at Heathrow last week.

Mr Dodd estimates that by the middle of last year short line wholesalers had carved out a 28 per cent share of the UK market. "I believe that growth indicates that the concern of the pharmacist for consistency has diminished".

The number of prescriptions currently written generically is over 40 per cent and in the next few years Mr Dodd expects that will rise to a little over 50 per cent but will slow down considerably thereafter. Unichem's attempts to compete with short line wholesalers by offering their top 100 lines at prices which equate with the lower quartile of those offered by short liners have shown encouraging figures, according to Mr Dodd.

For the future Mr Dodd sees similarities between the generic and parallel import markets. At

Accurate measurement of PIs called for

A plea for more accurate measurement of the parallel imports trade was made by Bayer UK's marketing information manager, David St George. Inaccurate figures can have detrimental effects on business. The UK government seems to have based the discount for pharmacists using PIs on the highest estimates of the trade's value, he said.

Obtaining an accurate measure of the PI market is by no means easy. Using a number of sources, including its own ex-factory data, Mr St George thought it possible for a company to identify the size of its own PI

problem, but not the quantity of the market as a whole.

In the meantime there is a need for a more accurate set of measures to allow rational decisions to be made on behalf of UK industry and the Department of Health, Mr St George said. "Both parties want a 'win win' situation and this is unlikely to be achieved by the bizarre bazaar workings of the present market," he added.

He argued that objective, regular and transparent monitoring would improve the UK situation and would benefit the one person for whom the whole structure exists — the patient.

A European perspective

Use of generics and parallel imported medicines differ markedly from country to country within the European Community.

For example parallel import do not feature in the pharmaceutical market in Italy because medicine prices are among the lowest in Europe explained Gianfranco Jori from Farmitalia Carlo Erba. The parallel export trade also seems limited.

Generics, too, are almost non-existent, not least because medicine prices are fixed by central committee so there is virtually no price differentiation between different versions of the same drug.

In Germany, generic prescriptions accounted for just over 20 per cent of prescribed units in 1988 — up from 6 per cent in 1981. Those generic prescriptions were worth some 3,000 DM and provided a saving of around 1,700 DM to the public health insurance scheme, Alfred Jensen of the Federal Association of Business Sickness Funds told the conference.

Parallel imports play a smaller role, said Dr Jensen, providing cost saving of some 30m DM.

It is difficult to predict what will happen in the future, especially now that price ceilings have been introduced which limit the cost of medicines that will be paid for by public health insurance. Initial experience has shown that though branded manufacturers have reduced prices to the ceiling level they have on average lost 14 per cent of their prescriptions. Companies that did not reduce prices lost more than 50 per cent.

France, with its policy of fixing low prices for drugs, has been a major source of parallel imports for other European countries. It has been estimated that around 1 per cent of French drug exports go to the parallel trade, said Jean Philip Caston from Laboratoire Glaxo.

Generics play a small part in the French because there is no real incentive to prescribe generics. And because medicine prices are relatively low in France there is little room for price competition from generics.

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Are you being served?

Staff training is set to become a key feature of retailing in the 90s. Some pharmacists will already be sending assistants on courses — those that are not could be left behind. C&D visited a workshop offering some interesting ideas on training recently set up in Maidstone...

"Give me a pharmacy assistant with a bit of enthusiasm and I will transform her into a girl Friday that no pharmacist can do without." Bold words indeed, but then they seem to reflect the confidence and faith that Barbara Shirley has for her chosen profession. She has devoted her career to retail training and predicts that training is set to become the key element of retail in the '90s.

Barbara set up her One Day beauty workshop last August. Her aim is to provide basic retail sales training, not only for pharmacy assistants, but also for beauticians, beauty therapists and hair dressing assistants. "I have felt for a long time that there is a very wide gap in the retail market for customer care and basic retail sales training," she says.

Barbara believes that the 90s will see a greater emphasis on customer service, and so courses such as hers will be crucial for the forward-looking pharmacist. "Moving into the '90s successfully depends on good customer service. The consumer nowadays demands a service that encompasses a conscientious attitude to the job," she says. She believes that retail will take a different turn over the next decade with a return to individual customer care and attention.

Lacking basic skills

Barbara, who worked with Boots for 20 years both in a selling and a training capacity, has plenty of retail experience. However, she believes that sales assistants today are generally lacking in the basic skills of customer care. She also feels that many companies and retail outlets still fail to see the need for training. "Some pharmacists believe that they can put a girl in front of a counter without any formal training at all. This is retail suicide; girls must be tutored in customer care and must learn about their stock before they can really do a job properly".

With this in mind, Barbara offers trade training with a difference. She covers the basic skills of:

- Link sales: Never miss an opportunity to sell complementary products in a range — if a customer is willing to buy one product, she can certainly be persuaded to buy two.
- Customer care: Never neglect customers, always ask if they need help, but never hassle them into making a purchase they don't want.

Six simple tips on display

1. Start off with a suitable theme.
2. Use eye-catching colours and box shapes to attract attention.
3. Avoid fussiness — keep it simple.
4. Make sure that price tags are conveniently, but not too obviously, positioned.
5. Avoid empty shelves. Always bring stock forward to conceal spaces that may arise.
6. Always make sure that displays are sturdy and safe.



"Retail will take a different turn over the next decade," says Barbara Shirley (right)

- Merchandise display.
- Product awareness: Know every piece of stock in the store and be familiar with prices and selling points.
- Basic book keeping.

The training programme

The training offers sound, basic advice to trainees including both note-taking and practical role-playing work.

The training can take place either within a pharmacy, at a retail outlet, or at Barbara's workshop in Maidstone. The workshop is tucked away off the High Street — an extensive three storey building decked out in green and white. There is a training room as well as rooms for practical beauty work. Assistants should always know how to apply make-up, how to match cosmetic colours with skin and hair colouring, and which creams to recommend for particular skin types. They must instill confidence in their customers, Barbara says.

A typical day?

There is no such thing as a "typical day" on one of Barbara's courses, as each course is adjusted to suit particular needs. However, Barbara is quick to stress that this does not mean that a course has no structure. "I structure the day as I go along, paying attention to the needs of the assistants as well as the pharmacist who sends them".

After 20 years of dealing with customers,

Barbara has some useful tips to pass on to her trainees. She is keen to stress the importance of a good deportment and in particular, the importance of allowing the customer to do the talking. "I see so many assistants bullying customers these days and that is a sure way to drive them from the shop." According to Barbara, the perfect assistant will help without hindering and will recognise instantly when help is required.

One of the stickiest areas in retail is customer complaints, and Barbara devotes an entire section of the day to this. "There is no need to lose customers if complaints are dealt with properly," she says.

Barbara also provides follow-up one day courses which build on the courses a trainee might have already completed with her.

Pharmacists are welcome to send several assistants along and Barbara is also prepared to carry out large group courses in particular areas if the demand is there. "I am very flexible and prefer to discuss my client's needs and arrange the right course for them".

She believes that many retailers will be "dragged kicking" into the 90s era of training. "In the past, many retailers have managed to survive without paying much attention to staff training, but this certainly won't be the way forward in the future — forward looking pharmacists should take note".

● Pharmacists requiring any further information on the one day workshop should telephone Barbara Shirley on 0622 52757 or write to her at One Day, 32a High Street, Maidstone, Kent ME14 1JF.

BUSINESS NEWS

Good result for Unichem

Unichem have recorded record results for the eighteenth consecutive year, according to results published this week. Pre-tax profits for 1989 were up by 15.4 per cent to £14.5m and sales increased by 10.1 per cent to £783m. This compares with official figures showing a market growth of 8.6 per cent in the cost of prescriptions.

Sales up 10.1pc to £783m

Pre-tax profits up 15.4pc to £14.5m

Sum distributed up 15.6pc to £913,000

Retained profit up 25.5pc to £8m

"These figures will provide a sound base from which Unichem can progress as a plc, should members decide to vote in favour of conversion," said chief executive Peter Dodd.

Sums distributed to holders of capital were 15.6 per cent up, rising from £790,000 to £913,000, leaving a retained profit for the year of £8,029,000. The 1989 figures look better still when compared with 1988 figures adjusted to take into account changes in accounting procedures; pre-tax profits are up 27 per cent, and the retained profit for the year rises from £5,645,000 to £8,029,000 — a 42 per cent increase. Commenting on an extraordinary item of £418,000, representing "costs incurred defending legal actions," Mr Dodd said: "We welcome the realism shown by Macarthy in withdrawing its actions under Article 85 of the Treaty of Rome."

The board believes that the proposals for conversion and flotation have the considerable support of the members. The timetable for the members' consideration of the conversion proposals is expected to be: annual meeting and first vote on conversion May 20; special meeting for second vote on conversion June 8. The board is recommending members to vote for conversion.

NI wholesaler loses Numark franchise

Northern Ireland wholesalers S. Haydock have lost the franchise for Numark pharmaceuticals as a direct result of being taken over by AAH. Finance director and company secretary of Numark Bernard Miller said: "We have had a number of calls from Northern Ireland retailers who have expressed concern; many see this as a takeover of Numark by Vestrick in the Province." AAH is already operating Vantage in Northern Ireland.

Numark had also received a letter from the Ulster Chemists' Association expressing concern. UCA chairman Paul Kelly commented: "My feeling is that Numark was set up for the benefit of independent chemists; I think when AAH takes over a Numark franchise they are taking away the independent objective originally

intended. It is not a healthy situation when one company occupies both franchises."

"The UCA wrote to Numark on the grounds that they had received a number of complaints. We expressed the opinion that the Numark franchise in Northern Ireland should be operated under the control of an independent wholesaler."

However, AAH executive director Bill Revel said: "Haydock and AAH have both supported the Numark brand for many years during times when the commitment by some other wholesalers has been weak, and this support will continue. The question of a new franchise holder is a matter for the Numark board; Haydock's many loyal and longstanding customers will form their own views on this."

Superdrug flourishes under Kingfisher's wing

Kingfisher, formerly the Woolworths group and the present owners of the Superdrug chain, have announced pre-tax profits up 31.5 per cent for the year to February 1990. However, this figure includes an exceptional item of profits from property sales; without this, pre-tax profits have climbed 12.3 per cent, from £186.9m to £209.8m. This was on a turnover up 9 per cent, rising from £2.7 billion to £2.9 billion.

For the Superdrug chain sales rose 20.5 per cent, from £375m to £452m "due to a combination of like-for-like store growth plus the acquisition of Medicare." Retail profits were up from 6.2 per cent to 6.7 per cent of sales, the figures rising from £22.2m to £29.7m.

The growth of the Superdrug chain pushed the number of stores up from 575 to 686 units, selling space up from 1.58 million sq ft to

1.90 million sq ft, and the number of employees up from 4,700 to 5,230.

A Kingfisher spokesman said: "Superdrug has had an outstanding year, unaffected by reduced consumer expenditure. The chain has increased its market share and the company has plans to open another 45 stores in the coming year — the same number as last year."

There are also plans for a pilot EPoS scheme for the second half of the year which will be installed throughout the chain in 1991 if it proves successful.

Commenting on the results for the group as a whole, chief executive Geoffrey Mulcahy said: "These results have been achieved despite a challenging environment, and represent managed progress in a year of fundamental change."

EC proposes drug patent extension

To counteract the fact that there is now less patent protection in the EC than in either the USA or Japan for pharmaceutical products the European Commission has proposed a way of lengthening effective protection for drugs.

The Commission wants a certificate of protection to be given to a drug once its patent has expired. The Supplementary Certificate of Protection would be calculated as the delay between patent filing and the first EC marketing authorisation, less four years. In principle this could add up to ten years to a product's patent life.

The ABPI generally welcome the development, though with reservations. "This is something the UK industry has been pressing for for some time," said ABPI's Peter Lumley. "We welcome the initiative and will pressure the British Government to support it."

The reservations arise from the transitional arrangements. This would give up to five year protection for products whose patent is still valid on July 1 1990 and which were first authorised after 1983. The ABPI regards this as unnecessarily restrictive, and says it will be 2012 before all products benefit fully from the new measure.

The EC stresses that this measure is still only a proposal though the aim is to bring it into stream for 1992.

A dozen Conservative back benches have launched a new campaign to liberalise Sunday trading. The group has tabled a parliamentary motion, welcoming the OPE campaign (outlets providing for everyday needs); this urges the Government to allow small local shops to be allowed to sell their full range of goods till late, seven days a week. However, Ivor Stanbrook (Cons) has tabled an amendment insisting that such shops are genuinely small.

Macarthy boardroom: Baggott moves on

Malcolm Baggott has resigned as divisional managing director and executive committee member of Macarthy. His role as head of the company's wholesaling division will be filled by chief executive Ian Parsons until a suitable replacement has been recruited.

Mr Baggott said: "I feel good about how I left; we parted on amicable terms. The industry has been through a tough time in the last couple of years, and I have had to trim back Macarthy's wholesaling division. Now my job is about complete."

Both Ian Parsons and Malcolm Baggott stressed that the parting was amicable. "Malcolm has done a great job for Macarthy, and I have only plaudits for what he has

achieved," said Mr Parsons.

"We now have a significantly rationalised wholesale business and we will be looking for a replacement to build on the solid foundations Malcolm has left." Mr Baggott was with Macarthy for three years.

■ Macarthy have announced the appointment of Dick Gorman as director and general manager of Macarthy's laboratories. Mr Gorman joins Macarthy from Evans Medical, where he was hospitals sales manager.

■ Macarthy have appointed Cameron Scott as an executive director of the company. Mr Scott will be continuing in his current role as managing director of the retail division.



East Anglian Pharmaceuticals have officially opened their new £1.6m headquarters in Norwich. Actor Paul Eddington (second left) performed the honours, and the picture also shows from left to right: managing director Jonathan Briggs, James Edington of Edingtons Chemist, Dr Henry Crawley of Holt surgery, Dr Ellis, the regional pharmaceutical officer for the East Anglain Health Authority, and Ozzie Logan, a past director of the National Association of Pharmaceutical Distributors.

Under a joint agreement between Roussel Laboratories Ltd and Farmitalia Carlo Erba Ltd the Farmitalia ethical range is stored and despatched from Roussel's distribution centre at Park Royal.

From April this contract has been extended to cover the UK distribution of Tillotts Laboratories Ltd. This follows the

recent purchase of J.B. Tillotts Ltd, the St. Albans based pharmaceutical company by Farmitalia.

The new arrangements involve not only the inclusion of the Tillott range in Roussel's bi-weekly national delivery runs, but also delivery direct to other outlets.

Glaxo in Russia talks

Glaxo have established a company for managing and developing their business in Eastern Europe, to be known as Glaxo Eastern Europe Ltd. The company has already begun negotiations with the Soviet Union to build a manufacturing plant in Krasnodar in the Kuban region.

Glaxo have got trade links with most Eastern European countries and the new company intends to strengthen these ties and make the products of Glaxo research more available.

The manufacturing plant under discussion for the Soviet Union would be a joint venture, though Glaxo expects to hold a majority of the shares. The idea is for the new plant to manufacture the company's antibiotics range and Zantac.

"We hope if we are going to do this we will start next year," said a Glaxo spokesman. The plant would take two to three years to build and would be a "multi-million pound" investment for the company.

Medeva makes a loss

Pharmaceutical manufacturers and medical research group Medeva have published their final results, showing a loss. Turnover is up from £70,000 the previous year to £886,000 last year but the loss on ordinary items before and after tax has risen from £1.2m to £2.6m and with an extraordinary item of £562,000, the loss for the year is £3.2m.

However, chairman Bernard Taylor explained: "The accounts

for the year ended December 1989 are, in effect, the final accounts for Medicare, and as such do not take into account the healthy shape of the new group. The loss for the year of £2.6m is in line with expectations and reflects the continuing research and development cost of Contracan, Medeva's proprietary treatment for AIDS and cancer, which is undergoing a number of trials in the UK."

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Boots succeed in Euro appeal against VAT

Boots have won their appeal to the European Court of Justice against the imposition of VAT on money-off coupons. The test case, which related to a promotion run by Boots five years ago, involves the payment of just £10,580 of VAT but Boots was fighting for the principle (C&D Feb 3, p179).

"The decision will affect all retailers," said a Boots spokesman, "and could be worth millions of pounds in saved VAT."

The case hinged on whether a

money-off-another-item coupon, such as a saving on the cost of D&P when a customer buys a film, counts as part of the price paid when it is surrendered or is a discount. The European court has decided it is a discount.

"If we had lost the case it would not have meant the end to that kind of promotion, it would have just made it more expensive," said the spokesman. "Nevertheless, we are delighted to have won."

Jeyes Group profits looking healthy

The Jeyes Group results show a healthy rise in pre-tax profits, up 49 per cent to £2.36m, though this includes an exceptional item of £195,000 due to a change in accounting procedures. However, with this effect stripped out they show an increase in pre-tax profits of 37 per cent for 1989.

Pre-tax profits up 49pc to £2.36m

Turnover up 23pc to £44.6m

Earnings per share up 1.1p to 16.2p

Total dividend 4.7p

Turnover increased from £36,226,000 to £44,628,000, up 23 per cent, and the company announced a final dividend of 2.8p making 4.7p for the year.

The company continues to operate in three distinct markets: UK consumer products, UK industrial, and overseas. The

consumer business in the UK is split between Jeyes' brands and customers' own brands, and the proportion 45 per cent and 38 per cent of sales is the same as in 1988.

Jimmy Moir, Jeyes managing director said: "This was another successful year for Jeyes since becoming an independent company. Profits, sales and return on assets all improved, and the company hit each of the targets we set for it in the five year plan." A final dividend of 2.8p has been announced, making a total of 4.7p for the year.

The CPL Group has purchased Perfume Designers, the Newcastle based manufacturer of perfume compounds for soaps, detergents and household products. The former owner, Alan McArdle, will be joining CPL.

Colorama go for growth

Photoprocessors Colorama are planning to expand from their established market of London and the South East to provide a service over the whole of England. The company has already started trading as far north as Birmingham and as far west as Bristol, and the next step will be to take on the whole Midlands conurbation.

The company's vehicle fleet has increased from 35 to just under 50 in the last year, and £1m had been invested by the end of 1989; Colorama expect to commit similar sums over the next two to three years.

The company's unique selling proposition is that it also supplies generic pharmaceuticals — it owns the manufacturer Steinhard — and as the vans are already calling on retail outlets on a daily basis small as well as large orders can be accommodated.

The move into the Midlands

market is due to take place over the next 18 months, and the company intends to use this as a launchpad to go further north still. "We want to expand aggressively but in control," says managing director Ernie Gilburd.

"We realise we will be competing with very large companies such as Colourcare and Kodak, and the way to compete will be on service," he says.

Colorama processed some three million films last year and turned over around £7.5m on D&P alone.

Fines imposed on stores in breach of the Shops Act 1950, which restricts Sunday trading, have fallen in the last three years for which figures are available and the total number of shops fined has fallen since 1984 from 598 to 441. Fines in 1986 totalled £147,095 and £99,730 in 1988.

Unilever have consolidated all the companies in their medical products group under a new international corporate identity. All the companies in the group — Unipath, Oxoid, Sequoia Turner — will now be known as Unipath.

COMING EVENTS

Monday, April 9

Epsom Branch, RPSGB, Postgraduate Centre, Epsom District Hospital, at 7.45pm. NPA director Tim Astill on "Strict liability — what a tangled web".

Southampton Branch, RPSGB, Postgraduate Centre, Southampton General Hospital, at 7.30pm. AGM and wine tasting.

Tuesday, April 10

Fife Branch, RPSGB, Anthony's Hotel, West Albert Road, Kirkcaldy, at 7.45pm. Mr C. Wright on "The Radio Victoria Network". AGM.

Lanarkshire Branch, RPSGB, The Old Mill Hotel, Motherwell, at 8pm. AGM.

Leicestershire Branch, RPSGB, Postgraduate Centre, Leicester Royal Infirmary, at 8pm. AGM.

Wednesday, April 11

Ayrshire Branch, RPSGB, Piersland House Hotel, Troon, at 8pm. AGM.

Isle of Wight Branch, RPSGB, the Wheatsheaf Hotel, St Thomas's Square, Newport, at 8pm. AGM.

Thursday, April 12

Edinburgh Branch, RPSGB Visit to Inveresk Clinical Research, Riccarton Research Park, at 8pm. AGM.

Advance information

Generics medicines: a question of quality. April 20. One day meeting at the School of Pharmacy, Brunswick Square, London WC1N 1AX. Speakers include Prof A. Florence, Mr A. Stewart (MCA), Mr A. Smith (BGMA), Dr G. Holman (ICI Pharmaceuticals), Prof P. D'Arcy. Cost £25 for pharmacists and GPs, £50 for others. Details from Conference Office at above address.

Welsh School of Pharmacy Past Students' Association. April 23.

Annual meeting at 7.30pm at the Welsh School of Pharmacy, Cardiff. Details from Dai John, clinical division Welsh School of Pharmacy, PO Box 13, Cardiff CF1 3XF (tel: 0222 874783).

West Midlands Regional Education Day. May 2. Aston University, 3-9pm. Topics include consumer expectations, rational prescribing, demonstration of Nomac CDS. Panel members include Alan Crabbe (CPP), Michael King (PSNC), David Tait (YPG), and an NPA representative. Buffet supper. No charge. Details from Janet Allen, Dept of Pharmaceutical Sciences, Aston University, Birmingham B4 7ET (tel: 021-359 3611 ext 4202).

Scottish Hospital Pharmacists Seminar "Hospital Pharmacy in the 1990s". May 3. Stakis Grosveno Hotel, Edinburgh. Guest speaker Mr D. Cruickshank, chief executive, NHS Scotland. Cost £50 for a day ticket, £5 for overnight. Closing date April 26. Details from E. Mallinson, CAPO Lanarkshire Health Board, 14 Beckford Street, Hamilton Lanarkshire ML3 0TA.

Industrial Pharmacists Group RPSGB. Annual meeting followed by "Working for patients — implications for the pharmaceutical industry". May 9. Pharmaceutical Society, 1 Lambeth High Street, London SE1 7JN.

Joint Pharmaceutical Analysis Group. "Parametric release and in-process control". May 10. Registration forms from Mr Marshall. RPSGB, 1 Lambeth High Street, London SE1 7JN.

Society of Cosmetic Scientists. One day symposium on "Cosmetic science in a green environment". May 22 at the Gloucester Hotel, Harrington Gardens, London SW7 4LH. Details from the secretary, Society of Cosmetic Scientists, Delaport House, 57 Guildford Street, Luton, Beds LU1 2NL (tel: 0582 26661).



One of CBS Wholesale's 11-strong fleet of lorries in new company livery ready to deliver some of the orders taken last Sunday from the 50 companies represented at their 'best ever' trade show — 809 customers attended. The 70,000 sq ft fully-automated Tottenham warehouse deals on average with 160 of their 2,000-plus chemist customers a day. Managing director Jeff Clarke says CBS treat the day as a 'hard sell of bonus deals' giving the more senior reps from companies an opportunity to meet customers as well as selling in new lines

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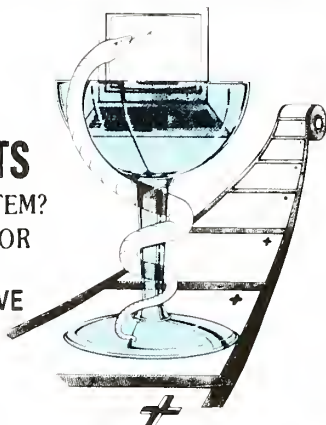
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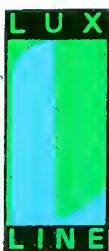
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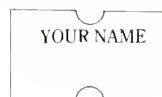
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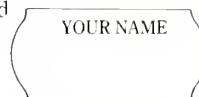
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ABOUT PEOPLE

Devon bids LPC secretary farewell

Devon LPC dined out Leslie Simpson, their secretary for the last 17 years, in some style recently.

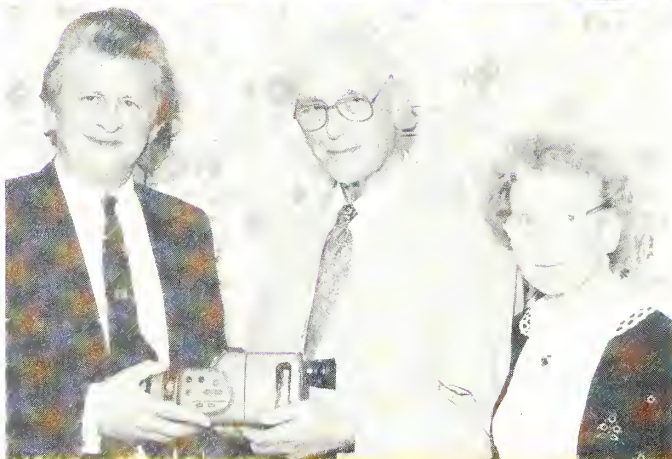
LPC chairman Mike Smith regaled guests, who included Devon FPC chairman Miriam Gent and FPC manager Eddie Herbert, with details of a long and distinguished career.

Leslie Simpson started as an apprentice to the Boots Co in 1929 for the princely salary of 10/-, rising in 5/- increments to reach £1/5s. Following dispensing experience in Bath and Oxford and relief management in the West Country, his career was interrupted by the Second World War. He was, according to Mr Smith, a founder member of the REME!

He returned to a management position with Boots and worked in branches in Warminster, Trowbridge, Lincoln and Plymouth. He was made a Fellow of the Pharmaceutical Society in 1974.

Leslie Simpson has served on chemist contractors committees (now LPCs) continually since their inception of the NHS in 1948. "It is a matter of record that he has attended every LPC conference except two, and for this he receives a mention in despatches for bravery and tolerance," said Mr Smith.

In addition he served on Devon AHA and as its representative on the FPC, and has been chairman of the Chamber of Trade. "To add to this formidable array of achievement he has also delivered meals on wheel for 15 years and has assisted in the preparation of something like 14,000 sacks of firewood for the elderly and inform," said Mr Smith.



Devon LPC chairman Mike Smith (left) presents Leslie Simpson with a video camera on his retirement after 17 years as LPC secretary. His wife Gwen was thanked for her great support over the years

Greenleaf gets CPP award

Joan Greenleaf, formerly regional pharmaceutical officer with North East Thames Regional Health Authority, is the winner of the College of Pharmacy Practice 1990 Schering Award.

The Award is made annually for an outstanding contribution to pharmacy practice, and has been made to Miss Greenleaf for her services to hospital pharmacy

over many years.

At hospital and RPhO levels, Joan Greenleaf has been involved in the development of all the regional specialist services. As a member of the National Pharmaceutical Supplies Group and pharmaceutical head of the Centre of Responsibility, she has played a leading role in drugs procurement for the NHS.

Hemingway leaves APS

Keith Hemingway has resigned as managing director of APS along with his other directorships within the Rhône-Poulenc group.

It was agreed when Rhône acquired APS that he would remain for a period to effect a smooth handover. He will be retaining a part-time consultancy role until the end of the year. General manager Steve Stocks now takes overall responsibility for the company.

Mr Hemingway is currently chairman of the British Generic Manufacturers Association. He says he is now looking for new challenges outside the generics business.

Joint Boots Pharmacists Association. The following officers have been elected to serve until 1992: chairman Peter Walker; secretary Alan Tobias; treasurer George Stevenson; non-management representative Steve Wilson; officer Joanne Clutton; SW region Rob Wilkins; SE region Ray Vosper; Scottish region Susan McCaffrey; recruitment Phil Mulholland; immediate past chairman David Johnson (ex officio). Don Fowler (chairman of the remuneration working party) and John Carr (chairman of the professional standing committee) were both co-opted to the executive.

Wella (GB) consumer products division. Robert Bartlett has been appointed trade marketing controller with overall

New Beauty Editor at C&D



Carol Henderson is this week appointed Beauty Editor at Chemist & Druggist.

Carol, from Prudhoe in Northumberland, joined C&D in August. She has worked on several other Benn Publication titles and joined the company as a graduate trainee, 18 months ago.

She also worked as a reporter on a local newspaper in Northumberland before attending St Andrews University in Scotland, graduating with an MA in Art History.

APPOINTMENTS

responsibility for the sales operation of the consumer products division including the direct sales force, national accounts, trade marketing and the administration and customer service departments.

Hall Brothers Ltd: Alexis McLean has been appointed senior product manager responsible for the Stimorol and Dentyne gum ranges.

Crookes Healthcare have appointed two new senior marketing managers. Alan Ransome joins from CPC and will handle the UK marketing of Farley's products and their strategic development internationally. Tim Yates joins from Gillette as senior marketing manager, adult food and toiletries. Both will report to Tom Gurney, head of marketing for toiletries and food.

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